TECENOLOGY DEPT.

First Copy

A National Newspaper for Every Branch of the Industry

Automotive Daily News

PASSENGER TRUCK TIRES TRACTOR ACCESSORIES

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WASHINGTON LAW FIXES 40 MILES AS SPEED LIMIT

Legislature Adopts 3 Phases of State's Motor Code

Special to the Automotive Daily News

OLYMPIA, WASH., March 16.—During the closing hours of the state Legislature three of the bills constituting the so-called "motor code" were passed by both the House and Senate at Olympia.

A fourth, dealing with drivers' licensing and regulation, was tabled. The new laws replace scattered statutes that have been enacted at various times since the horse and buggy days, and are looked upon as constructive and progressive legislation. If Gov. Hartley signs the measures by March 21, they will become operative within sixty days. Opposition in the voting was negligible, although many amendments were adopted.

The speed limit is fixed at forty miles. Rear-vision mirrors, windshield swipes and headlights that will pass the eight point requirements of National Bureau of Standards, were adopted as compulsory. The power allowed in headlights is fixed at twenty-one candle power.

The Legislature also passed a law on curb pumps which leaves it optional to cities or incorporated towns to regulate. All bills to increase gas tax from 2 cents per gallon fell by the wayside. All drastic anti-bus and truck bills also failed. The insurance bill, which would have taken $500,000 in annual business from auto dealers and auto finance companies, was killed.

The oil substitution bill was passed, this prohibiting wrong

(Continued on Page 10)

SELLS PROPERTY OF MODEL BODY CORP.

Special from A. D. N. Detroit Bureau

Detroit, March 16.—Walter S. Thompson, receiver for the Model Body Corporation, is selling the property of the company for the benefit of creditors. The firm was located at 7201 Six-Mile Road and had been in business about eight years.

SOLVING PARKING PROBLEM. For the convenience of those who motor to work, Boston has set aside entire Charles Street for parking. The street is lined, as shown below, at 9 o'clock each morning.

Equipment Sales Boosted By Show Service Sections

NEW YORK, March 16.—Service equipment business for the early months of 1927 has received definite stimulation from the special exhibits in the national and regional automobile shows, according to makers of this class of products who met during the Boston show last week.

Sales for January and February ran ahead of last year's in nearly all cases, it was stated, and prospects were excellent for new records in March.

Twenty-five executives of shop equipment manufacturing companies in the membership of the Motor and Accessory Manufacturers' Association held a luncheon conference at Boston as guests of S. A. Miles, manager of the National Automobile Shows.

They discussed results obtained from the segregated shop equipment exhibits in the national shows at New York and Chicago and fourteen regional shows, the last being the Boston exposition. Sentiment was unanimous for continuance of the special exhibits next year.

The meeting was presided over by M. L. Heminway, general manager of the M. & A. M. A. and the show discussion was conducted by Neal G. Adair, manager of the sales development department, with the assistance of C. J. Ellias of the national shows staff.

The manufacturers generally agreed that the 1927 selling season was given a vigorous opening by the exhibit of products of fifty shop equipment makers at the New York show. Sales received additional stimulation from the similar exhibit at Chicago and from exhibits staged under the auspices of the jobbers in the regional shows.

An analysis made by the M. & A. M. A. shows that manufacturers'

(Continued on Page 10)

NO PACKARD MERGER

Detroit, March 16.—Alvan Macauley, president of the Packard Motor Car Company, denied emphatically that Packard is involved in any merger negotiations.

HUPP MEET DELAYED

Detroit, March 16.—The Hupp Motor Car Corporation directors' meeting has been postponed and the future date has not yet been named.

Citroen Plans to Buy Automotive Machinery Here Worth Millions

New York, March 16.—Citroen Motors of France plans to purchase several million dollars worth of American automotive machinery, according to F. Schwab, managing director of the company, who arrived here yesterday aboard the Aquitania. He will be assisted in making the purchases by twenty-three Citroen engineers.

Mr. Schwab said his company now manufactures 400 cars daily, and will have a daily output in excess of 1,000 cars after plant expansions have been completed.

STUDEBAKER DELIVERIES REPRESENT NEW GAINS

South Bend, March 16.—A. R. Erskine, president of Studebaker Corporation, says: "Deliveries of Studebaker cars, excluding Erskines, by fifty-seven dealers and retail branches at index points during the week ended March 5 were 742 cars, against 616 for the same week last year, and for the week ended March 12 were 921 cars, against 726 cars last year. Stocks of Studebaker cars in hands of the corporation and dealers are 6,000 less than last year."

BRITISH TIRE EXPORTS GAIN DURING JANUARY

Special from A. D. N. Washington Bureau

Washington, March 16.—British exports of automobile casings from the United Kingdom to foreign countries during January, 1927, totaled 88,485 as compared with 82,080 in December.

The leading markets were British India, Argentina, Brazil, British South Africa, Australia, Denmark and Faroe, Irish Free State, British Malaya, New Zealand, and Mexico, in the order named.

SEIBERLING RUBBER CO. MAY RESUME DIVIDENDS

Akron, March 16.—Inauguration of common dividends by the Seiberling Rubber Company is predicted by Frank A. Seiberling, president, if there is no more tire price-cutting. Current sales are running 30 per cent. ahead of the corresponding period of last year, it was stated.

Stockholders were told at the annual meeting that capacity was being increased to permit the manufacture of 6,000 tires daily.

300 DEALERS IN CINCINNATI HEAR N. A. D. A. SPEAKER

Adopt Plan of Co-operation With Local Automobile Club

CINCINNATI, O., March 16.—More than three hundred dealers and salesmen heard William Burruss of the National Automobile Dealers' Association discuss salesmanship at the final winter meeting of the Cincinnati Automobile Dealers' Association at the Gibson Hotel last night.

Preceding Mr. Burruss, Frank J. Santry, Nash distributor, and a director of the C. A. D. A. and of the Cincinnati Automobile Club, offered a plan of co-operation between the two organizations, which was concurred in unanimously.

Under the plan, all cars sold will bear an envelope attached to the steering wheel, which will contain a pamphlet detailing the functions of the automobile club in aiding motorists and an application blank for membership, in recognition of the club's services in defeating an increased gas tax levy, and other legislation inimical to the industry.

Mr. Burruss took for his subject, "Shakespeare the Salesman." He declared Shakespeare was the original salesman in that he taught the necessity of confidence to overcome fear. In illustration of his contention that the four factors in

(Continued on Page 10)

WELCH GOES TO S. A.

South Bend, Ind., March 16.—Howard Welch, export sales manager for the Studebaker Corporation of America, has gone to South America on a busines trip.

Buick Deliveries 14,338 in February

Detroit, March 16.—Buick Motor retail deliveries for February were 14,338 cars, the highest February in the history of company. The best previous February was in 1926, but was 1,750 cars less than this year.

Total sales of 1927 models for seven months to March 1 exceeds the high record of 1926 by over 14,000 cars.

Ford Opposed Plan of Murray-Briggs Merger

Pittsburgh, March 16.—Henry Ford is credited with opposing the Murray Corporation-Briggs Manufacturing Company merger, by large merchandise creditors of Murray who were close to the negotiations due to their extensive holdings of Murray stock. Murray has a very substantial share of the Ford body business. Briggs also does business for Ford, but the acquisition of this additional portion made the merger especially attractive to Briggs. This was in addition to the fact that Murray is again on a profitable basis and economies would result from the consolidation.

Ford is said to have told officials of the Murray Corporation that he would withdraw his business if the proposed consolidation went through. Ford's opposition is understood to have risen from the fact that there are only a few body makers large enough to supply his needs. Consolidation would have limited competition and make him too dependent on the will of those remaining in the industry.

CLOSING TIME FOR ADVERTISING
copy 9 a. m. two days preceding publication date.

Ford Price Cut Denied By Pittsburgh Branch

Pittsburgh, Pa., March 16.—The management of the Pittsburgh branch of the Ford Motor Company has issued a sweeping denial of the report circulated in financial and automobile circles that a drastic reduction in prices on present model Ford cars is being contemplated. Local officials termed the rumor as entirely unfounded by facts and declared that no reduction has been announced and that none is expected.

In denying the report, local branch officials took occasion to point out that present prices of the company's products are the lowest in history, and that, although it is the Ford policy to reduce prices as fast as conditions permit, there is nothing to warrant lower prices at this time.

Men prominent in the automobile industry here declare they can see nothing on the horizon that will prevent the industry from enjoying a most prosperous year.

Gives Advantages of Electric Method in Making Rubber Products

Akron, March 16.—J. W. Schade, director of laboratories of the B. F. Goodrich Company, at a recent meeting of the Detroit section of the S. A. E. explained the advantages of the electric method of producing rubber articles.

The process consists in passing an electric current through a mixture of rubber latex, or uncoagulated milk of the rubber tree, with water, sulphur, fillers, accelerators, softeners and other materials, according to the various requirements of the articles to be produced. The particles of rubber and other materials become charged electrically and are deposited together on molds of the desired shape, just as copper or nickel are deposited on metal articles when plating.

When the mixture of rubber and other ingredients is electro-deposited, the composition remains substantially unchanged during the coating and the resulting rubber is of the same composition as the solution. This is essential to the success of the process, because the rubber compound produced must be similar to rubber produced by the mechanical masceration and compounding method.

Rubber is much easier to deposit than nickel, for with the same amount of electric current a coating 1,400 times as thick as nickel-plating can be deposited.

Rubber produced by the process has greater strength, toughness and resistance to deterioration with age than rubber made in the usual way, according to Mr. Schade. It can be made at lower cost, because lighter and cheaper machinery can be used, less floor space is needed, less manual labor is required, and automatic control of the process will dispense with the need of much skilled labor.

Eights Feature At Toronto Show

Toronto, March 16 (U. T. P. S.).—Toronto's sixth annual spring automobile show opened Saturday and will continue for one week, during which period all the automobile dealers and distributors in this city will be at home to every person included in the motor fraternity.

The keen competition in design, efficiency, performance and aids to comfort gives the assurance that the offering of motor cars this year will surpass the automotive industry's achievements in any previous year in its history.

A feature of this year's show is the large number of manufacturers who are using eight-cylinder motors. On view here are more than a score of eights from different makers and more than three score sixes. Four-wheel brakes, it is stated, are being sought for by almost every purchaser of a new car.

OTTAWA DEALERS' ASS'N. ELECTS NEW OFFICERS

Ottawa, Ont., March 16.—The Ottawa Automobile Dealers' Association has elected the following officers for this year: President, W. H. McIntyre; first vice-president, Bertram Lemlin; second vice-president, E. K. Emerson; treasurer, Harry Pink; secretary, Major G. F. Armstrong.

Rail Shipment Gain Slightly; Detroit Traffic Off

Special from A. D. N. Detroit Bureau

Detroit, March 16.—Traffic volume generally shows a slight increase over the 1926 figures reported by Pere Marquette Railway representatives. In the Detroit district outbound is 3 per cent. below last year and inbound is down 5 per cent.

General industrial activity is registered at Detroit, Flint and Lansing; at Flint the AC Spark Plug Company announces the early erection of a three-story building, 420x100, as an addition to present plant. At Saginaw outbound is 10 per cent. better, but inbound is down 8 per cent. Grand Rapids shows 3 per cent. down for outbound and 13 per cent. up for inbound. At Muskegon the Continental Motors Corporation is busy, with 3,700 men at work, and officials say that this force will soon be increased to 5,000.

At the gateways Toledo shows up well with a 22 per cent. increase; Chicago is holding about even with last year, and car ferry movements are up 3 per cent.; Buffalo is down 14 per cent.

WASHINGTON LICENSES

Olympia, Wash., March 16.—A total of 300,000 1927 automobile license plates were issued by the state License Department up to and including March 4.

England Struggles With Used Car Sales Problems

LONDON, March 16.—The marketing of used cars in this country is just as much of a problem, or more so, than in the United States. With a smaller population and lesser average purchasing power than exist in America, used cars are a very powerful drug on the English market.

A number of suggestions are forever being advanced to cope with the situation, and some interesting ones were considered in a recent issue of the Motor Trader. Dealers in some of the dominions seem to be attacking the problem energetically. In Ottawa, Ont., Canada, retailers advertise in the newspapers approved used-car price lists, to enable the public to estimate what allowances may be expected on cars to be traded in. This type of education appears to bring fairly good results.

On the other hand, dealers in Johannesburg, South Africa, tried unsuccessfully to organize the used-car situation. All members of the local dealers' association agreed to inquire from the secretary of the organization whether a car offered for trade-in had already been valued by one of the dealers, valuations being promptly reported to the association, so that competition on trade-ins was all but eliminated. The scheme worked well for a month or two, but apparently curtailed the sales of new car so much that it had to be dropped, following a strike of local salesmen.

A different attempt to solve the problem is being made in England. During April, a used-car show will be held in the Agricultural Hall, London. British traders wholeheartedly support the project and are keenly interested in what results it will have. If these are satisfactory, similar exhibitions may be expected to be arranged in other important centers, such as Manchester, Birmingham, Bristol, Leeds and Glasgow.

SPARKS from DETROIT

John W. Murray

* * *

Pontiac Growth

* * *

X-Raying Metals

* * *

Spring Roads

Walter Boynton—Detroit Editor

W. H. WREN, president of Mineral Motor Company, Inc., Appalachia, Va., handling Ford and Lincoln, writes in to correct this column's Morse code. We recently ran, with comment, some mention of a suggestion by an Englishman that motorists should use the dot and dash on the horn, to signal intention. Mr. Wren says that our Morse is scrambled. Very likely; we plead guilty to an abysmal ignorance on Morse, among many other things. All that we did was to copy, in good faith, the symbols as they were given in the dispatch. Mr. Wren is an authority, for he tapped a key for seven years.

Incidentally, and curiously, he was formerly at Tooting, England.

* * *

John W. Murray, whose recent death was noted, was a practical executive. He was strictly a Michigan product, born near Ann Arbor, April 20, 1858; at an early age, he removed with his parents to Saginaw, and at 20 he located in Cheboygan. Here he engaged in the operation of a machine shop and a foundry with his brother, Andrew.

In 1885 he returned to Saginaw, and in 1890 he went to Jenison as head of the Jenison Manufacturing Company. By 1894 he was in Chicago, making bicycles, and in 1909 he founded the Knox Independent Metal Wheel Company in Knox, Ind., making rubber-tired wheels for buggies, bicycles and velocipedes.

The same year he became president of the Kalamazoo Manufacturing Company at Kalamazoo, where he made small metal parts for automobiles. A year later he came to Detroit, director and manager of the Michigan Stamping Company, maker of sheet metal parts for motor cars. In April, 1913, he organized the J. W. Murray Manufacturing Company, builder of bodies for automobiles.

John Murray was a trained man. He knew the business of manufacture from the ground up as a result of long and arduous experience. And he founded and developed an important activity in the company that bears his name. He could meet his workmen and his fellow executives on common ground. There will be many who will miss him.

* * *

"Wild Life Lecture Delights Students," says a headline. Naturally; all students are interested in wild life, though some of them can doubtless give the most expert lecturer on the subject some novel and striking ideas about it.

* * *

Dublin College, Ireland, is said to be all stirred up because Henry Ford did not take the trouble even to reply to the institution's offer to him of an honorary degree of LL.D. Mr. Ford cannot be expected to get excited about a matter of this kind; he has not made his success by degrees.

* * *

Voting on the proposed annexation of north-lying territory to Pontiac has failed at the election just held. To one not on the ground, this is difficult to understand. Henry Zimmerman, president of the First National Bank of Pontiac, joins his regrets to those of other progressive citizens. He says that the defeat of the proposal should be regarded as a challenge to renewed efforts in caring for Pontiac industries and the building of a greater city.

* * *

WALTER HILLDORF of the metallurgical research department of the Reo Motor Car Company in a recent address detailed the experiments that are now being made by scientists in the use of a high frequency ray, shorter than the X-ray, in studying the structure and characteristics of metals. He also gave some interesting information about the electron, the little brother of the atom, which is now generally considered the fundamental in the structure of substances. The industry owes a heavy debt to the metallurgist, to whose work the modern automobile is largely due. The introduction and use of the present alloy steels in the fabric have made structural strength, combined with lightness, possible. Highly developed steels and highly developed rubber have made our modern motor vehicle possible and have endowed it with long life and economical operation.

* * *

OLD Mother Nature, feeling the urge of spring, has succeeded once more in showing mere man that he has not yet succeeded in overcoming and taming her. A sink-hole on the road north of Pontiac, a highway constructed by the best known modern methods, tied up traffic to a startling extent. More than 500 vehicles, at one time, were helplessly mired, while highway trucks rushed to the rescue with loads of gravel. Even the detours, originally used as a means of passing the bad spot, were rendered impassable by failure of the road, and state resources were heavily called upon not only to attempt to fill the holes, but to guard the automobiles that motorists had been obliged to abandon. At one stage of the tie-up, even the caterpillar tractors, rushed to the scene for the purpose of dragging cars and trucks through the mud, were stalled. It seems incredible that in the year 1927 any important road should fail; but the authorities were helpless against the whim of the Old Lady.

Nat. Petroleum Marketers Merge With Independents

Chicago, March 16.—Members of the National Petroleum Marketers Association, following their convention here last week, voted to disband and to join forces with the Independent Oil Men of America, a companion organization, which has been and is expected to continue in the near future as principally devoted to merchandising and advertising activities.

It was the feeling that the aims of the parent organization had been fulfilled and that further operation of two associations would be unnecessary. The passing of the National Petroleum Marketers Association will mark the concentration of efforts of the independents upon merchandising and modification of the policies of the N. P. M. A. in regard to departments of the industry other than marketing.

The Independent Oil Men of America has operated under a system of trustees chosen from the directorate of the National Petroleum Marketers Association. This will be changed to a corporate form, with directors, an executive committee and L. V. Nicholas continuing as president of the I. O. M. A.

Availability of Raw Material Aids Canadians

Montreal, March 16.—One of the most pleasing developments in the last two years has been the extent to which it has become possible for motor car companies to secure material in Canada. The increasing volume which has been made possible by development of export business has enabled Canadian manufacturers of material and parts to produce on a competitive basis many materials and parts which they could never have done on a business which catered to the Canadian market alone. As this condition improves, Canadian motor car manufacturers may be able to secure an even more important share of the world's export markets.

One new condition, however, has to be reckoned with. Great Britain and some of the European countries which were practically out of the export markets of the world since the war, are gradually covering a portion of their trade, and Canadian manufacturers will have to face an increasing competition from these quarters, as well as from the industry in the United States.

"SPEED TRAPS" TABOOED UNDER NEW INDIANA LAW

Indianapolis, March 16.—"Speed traps" in Indiana last week became a thing of the past when Gov. Ed Jackson signed the Gottschalk bill which provides that officers enforcing automobile laws must wear distinctive uniforms when making arrests.

Indoor Climbing Test Features Opening of New $1,000,000 Garage

Special from A. D. N. Washington Bureau

WASHINGTON, March 16.—King Richardson of the Joseph McReynolds Company, Washington distributor for Studebaker, driving a new model Studebaker, won the indoor hill-climbing contest in the new Capital Garage, located in the heart of the business section of Washington. All of the cars entered made the climb in less than two minutes.

The winner made the climb of twenty ramps, ten stories in height, a distance of more than 1,500 feet running space, in the remarkable time of 1.29 minutes, beating by five seconds the second best record, made by E. N. Wallace of the Peerless Motor Car Company, who negotiated the distance in 1.34 minutes with a Peerless, model 6-90.

A 1903 Cadillac made the course in 2.34 minutes under the hand of Spencer Absher of the Washington-Cadillac Company. The Irving Donohue Gardner entry made the distance in 1.42, driven by Donohue, while the Oakland of the Peake, Rosenthal & Stearman Company, driven by S. A. Peake, made the same time.

A Chevrolet, entered by the Barry-Pate Company and driven by Leon McKeon, made the course in 1.50, while an Erskine, driven by King Richardson, made the run in 1.41. The Nash entry of the R. McReynolds Company made the climb in 1.36 minutes. Peerless cars, driven by E. N. Wallace, made 1.34 and 1.43 for the two entries.

A crowd of 1,000 persons saw the cars rush up the ramps at breath-taking speed and were thrilled with the ease of the drivers' efforts. The floor levels measure forty-five feet of turning and the ramps are twenty-eight feet long.

The skill of the drivers had much to do with the actual shaving of seconds from the performance time, but with every car pulling the course in high gear there was nothing but praise for the cars themselves and admiration for the skill and courage of the drivers.

The hill climb was held as the inauguration feature of the new garage, a $1,000,000 structure capable of housing 1,200 cars. The building is equipped with the d'Humy ramp, incorporated in the design of Arthur B. Heaton.

Designed to relieve the downtown parking congestion, the new garage will make a specialty of twelve-hour storage, providing for both live and dead storage.

The general management has been placed in the hands of Hanson E. Ely, son of Major Gen. Ely of the War College.

Ford Wins Action Brought by Dealer

Salem, Ore., March 16 (U. T. P. S.).—The Ford Motor Company has won one of the largest cases that hae ever been filed against it in the West, in the decision of the United States Court of Appeals.

The decision upholds the ruling of United States District Judge Bean, in the case of Vick Brothers of this city against Ford. The dealers sued for $250,000 as a reasonable sum for their services for advertising Fordson tractors in Oregon, and for an additional $50,000 for their personal services.

Then the Salem firm was appointed general representative in Oregon for the Fordson tractor in 1918. This contract was subject to cancellation at the will of either party. In September, 1919, the Ford Company notified the Vicks that the agreement was to be cancelled, and gave the Oregon firm until July 1, 1920, to wind up its tractor business. Differences arose over the closing date and the Ford Motor Company then took over the Oregon business for the distribution of its tractors on April 1, 1920.

In August, 1924, the Vicks brought suit against Ford in the Federal Court in Portland for about $300,000 damages, alleging breach of contract. They declared that they had an oral contract with the Ford Company as well as a written one, and it was on the alleged oral contract that the damage suit was brought.

The case was tried before Judge Bean, who ruled on February 2, 1925, that the oral contract was void.

SALES DROP 10% IN WASHINGTON

February Total of 1,819 Is 197 Less Than For Year Ago

By D. M. TREPP

Seattle, Wash., March 16.—Although January this year established a record of new car sales far above that of January, 1926, February has shown a slight decline. However, the first nine days of March are about on a par with the like period of a year ago. In King county (Seattle) the nine-day record, as compiled by the Motor List Company, of which Howard Quinn is statistician in charge, is 347, with 388 last year.

February, 1926, gave a total of 2,016 new car registrations in Washington, while this year the total was 1,819. This is a decrease of almost 10 per cent.

The market has been steady and buying coservative. General business conditions in Washington have not been quite up to normal and this is reflected in the new car sales. Some important changes in dealerships are in progress, and with the advance of the month, especially with the coming April, a nice pick-up is looked for by the trade.

The biggest drop in the short month of February over January was by Ford the January sales being little over 1,000, to 469 new Ford registrations the past month. Chevrolet dropped with the other leaders from 627 to 384, but at that there is much interest in this make and the dealers have good prospect lists. This is true of the trade in general.

Leaders for February follow: Ford, 469; Chevrolet, 384; Buick, 123; Essex, 107; Pontiac, 84; Studebaker, 82; Overland, 72; Star, 66; Chrysler, 72 and Dodge, 70.

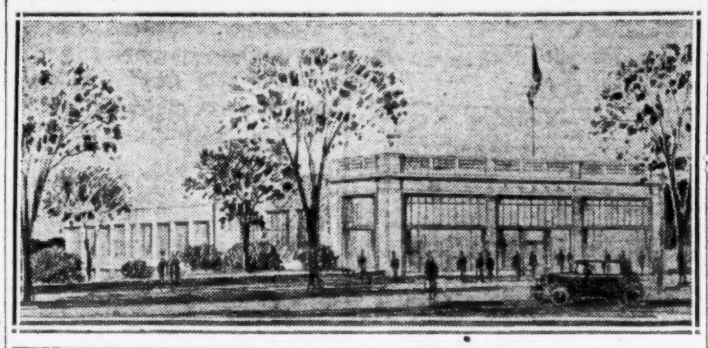
King county led the state with 690 new deals during the month. Spokane took second again with 175, and Pierce was third with 162.

A new state law has just been passed requiring dealers to report all new car sales, so that soon figures compiled will be close to 100 per cent. accurate. At the present time sales are probably 12 per cent. in excess of the new car registration figures obtained, due to the fact that many buyers use their old license plates, and there is no official record made public of the transaction.

NEW DISTRIBUTORS

San Antonio, March 16.—F. F. Stauffer, head of the Stauffer Motor Company here, has announced that his firm has been appointed distributor for the Falcon-Knight car in San Antonio and adjoining territory Previous to taking on this new line this firm was a metropolitan dealer of the Hudson-Essex lines.

ATLANTA PACKARD MOTORS, INC. The architects' drawing of the new Southeastern quarters for this company, Packard distributor in Atlanta, is shown below. Construction work on this building, to cost $300,000, will begin at once. Plans call for a three-story structure, 90x2,445 feet, with a garage structure at the rear. The three-story portion is located at the rear.



AKRON DEALERS PLAN EMPLOYMENT BUREAU

Akron, O., March 16.—The apprenticeship school for automobile mechanics, which is being sponsored by the Akron Auto Dealers' Association, was discussed at a meeting Tuesday of the service managers of the various dealers.

It was decided to establish an employment bureau at the offices of the association so that the placing of the graduates would be simplified. The different subjects to be covered were also discussed by members of the school staff, who were present.

NEW HUPP DEALERS

Detroit, March 16.—The Hupp Motor Car Corporation announces the following new dealer appointments: A. T. Dill, New Bern, N. C.; Dixie Garage, Bowling Green, Ky., and Grierson Motors, London, Ontario.

DEALER PROMOTED

Rockford, Ill., March 16.—The Woodward-Williams Company, 207 North Church St., has been appointed distributor for the Paige line for Winnebago, Ogle and Stephenson counties. They have represented the Paige line in this city for five years as retail dealers.

ATLANTA ASSOCIATION HOLDS SALES CONGRESS

Atlanta, Ga., March 16 (U. T. P. S.).—By far the most unusual event in the work of the Atlanta Automobile Association, made up of leading automotive dealers of Atlanta and vicinity, will be the one-day sales congress to be held tomorrow.

J. N. Kellerman, connected with the National Automobile Dealers' Association, Chicago, and an able speaker on automobile subjects, will address the congress. All members of the association have been permitted to invite their representatives in other cities to attend the congress.

FORD CONFERENCE

Iowa City, Ia., March 16.—Ford dealers, salesmen, shop foremen, service floor men and parts men to the number of ninety, gathered at the Hotel Jefferson recently from the eastern part of the state. F. T. McKay, new branch manager, of the Ford Sales and Service at Des Moines, and P. L. Holt, assistant manager, were in charge of the meeting. It was a get-together between the new branch head and his district representatives.

Hupp Dealers of California Hear President Young

Los Angeles, March 16.—Hupmobile dealers of southern California recently attended a meeting at the Greer - Robbins Company, distributor, at which time Dubois Young, president of the Hupp Motor Car Corporation, delivered an address.

Dubois Young

Accompanying Mr. Young was Frederick Dickinson, advertising and assistant sales manager, who spoke on sales and advertising program of the company.

"Our business for 1926 was 50 per cent. greater than in 1925," Mr. Young told his dealers, "and orders now in our factory for shipment during the first three months of 1927 indicate that we will enjoy even a greater increase this year."

Dealers represented were: Frank R. Riddle, Alhambra; O. A. Fish & Son, Bakersfield; W. H. Moulton, Beverly Hills; Sam Griffith, Bishop; George Murray, Blythe; R. O. Thompson, Covina; Cass & Morgan, El Centro; Frank Marshall, Glendale; H. W. Swanson, Hollywood; Hancock Motors, Long Beach; S. M. Collins, Los Angeles; Silcott Brothers, Monrovia; H. W. Oxborne, Magnolia Park; T. H. Tupman, Pasadena; Gates & Zander, Pomona; Redlands Motor Company, Redlands; Williams Brothers, Riverside; R. B. Phinney, San Bernardino; W. B. Conniry, San Diego; L. Larsen, San Miguel; Walter A. Harrison, San Pedro; Hancock Motors, Santa Ana; Thomas A. Gillifer, Santa Barbara; H. P. Van Horn, Santa Maria; Boulevard Motors, Santa Monica; Wilshire Motors, Los Angeles; Mission Auto and Realty, South Pasadena; Hughes & Byerrum, Taft; Ward Brothers, Ventura.

for Economical Transportation

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A car for every type of buyer—and all priced amazingly low!

No other line in the low price field offers such a wide choice of body types as Chevrolet. There is a highly distinctive Sport Cabriolet—a smart Coupe—a standard Sedan and a luxurious Landau—a Coach—a Touring Car—and a streamline Roadster.

CHEVROLET MOTOR CO., DETROIT, MICH.

Division of General Motors Corporation

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O. J. Elder, President; George M. Slocum, Vice-President; G. L. Harrington, Treasurer; Alexander Johnston, Secretary.

THURSDAY, MARCH 17, 1927

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Exports for 1927

NO BRANCH of the automotive business looks any rosier at the moment than the export field. So keen a student of export affairs as John N. Willys, chairman of the foreign trade committee of the N. A. C. C., told us the other day that he believed export sales of motor vehicles in 1927 would exceed 600,000 units.

Just what this means to American prosperity may be judged from the fact that these 600,000 motor vehicles sent overseas will probably more than equal the entire production of the world outside of the United States for the same period. It is a greater number of vehicles than the American automotive industry produced in 1914, and even then we considered our industry as a fairly important member of the industrial family. The sale of this number of vehicles abroad will bring into the country nearly a billion dollars to add to the proceeds of our domestic activities.

In making his prediction Mr. Willys calls attention to the favorable conditions in foreign countries, which are likely to produce this pleasing demand for our automotive products. The British Empire, with the coal strike finally out of the way, is certain to have a greater buying power. The European market generally is enjoying better conditions. South America is extremely prosperous and countries there, which have not yet fully realized the benefits of motor transportation, are beginning to show signs of awakening.

If general conditions throughout the world continue to improve, there is reason to hope for a 1,000,000 vehicle export market within a very few years.

Rumorings

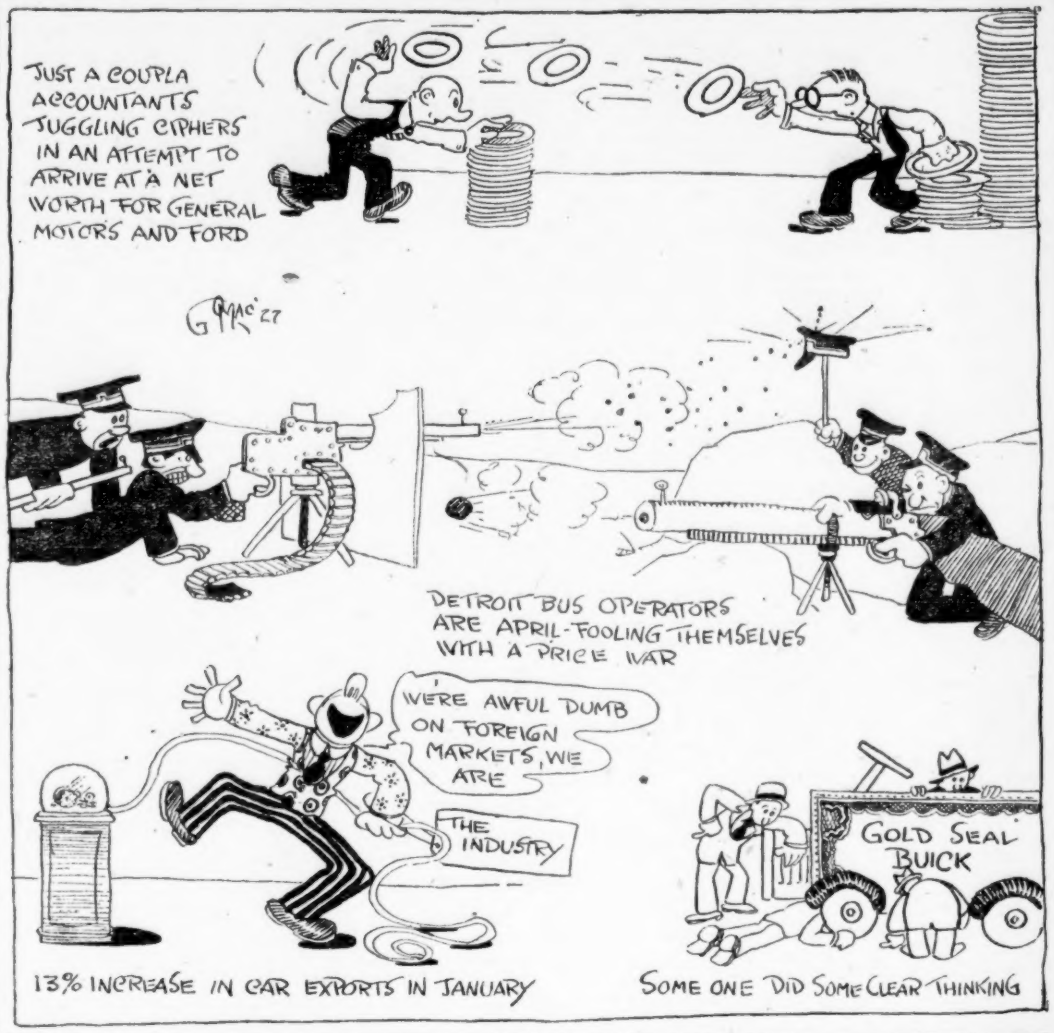
IT is rather curious how rumors regarding the future activities of the Ford Company seem to run in waves. Suddenly out of a clear sky a series of Ford rumors will start flying about like an October snow flurry. "Ford will produce a six." "Ford has a six ready for announcement within the next few days." "Ford will cut prices $500 on all models." "Ford will give away his cars and make a profit on selling replacement parts." There is no end to these sporadic outbursts, and, no matter how obviously foolish the rumor, each one obtains brief credence in some quarters.

Henry Ford seems to accept it all philosophically enough and goes on about his very considerable business undisturbed. But in the interests of the efficiency that is so particularly his care, why doesn't Mr. Ford appoint a "vice-president in charge of rumor denying"? Such an official would have a busy time of it at certain seasons of the year.

It is announced that America's yearly taxicab bill is $400,000,000 and this doesn't include oculists' bills for repairing eye-strain contracted in endeavoring to trace the resemblance between the driver and the photograph displayed on his license card inside the cab.

After announcing its intention of trying a reversion to the stone age by forbidding the sale of gasoline on Sundays, the state of South Carolina has thought again. After a conference with officials of motor car owner organizations, the state authorities are going to arrange for Sunday sales of gasoline. If the motorists of this country will only unite and make their power felt at the polls, they can prevent offensive legislation every time. This is a lesson we all need to learn.

Here and There in the Trade Headlines—by MacConachie



Out on the Coast

By JOHN WETMORE

Los Angeles, March 16. — I have received notice that new passenger car registration figures for January for the entire state of California owing to clerical difficulties will continue to be delayed. In view of this the Motor Fax report for February, in addition to its January report of southern California registrations, will serve to give some idea how automobile selling has been going in the Golden State in the two opening months of this year.

John C. Wetmore

January new passenger car registrations in the Southland were 7,963, as against 6,925 in 1926, an increase of 14.7 per cent. The total for the first two months of 1927 was 1,120, as against 17,329 in 1926, a loss of 6.9 per cent.

Due to the great February storm, which raged nearly two weeks, sales last month dropped from 10,406 in 1926 to 8,157, a loss of 21.6 per cent compared with last year.

Eighteen makes were credited with sales in February of more than 100 new passenger cars each, their comparative registration being:—

	Feb. 1927	Feb. 1926	Gain over '26	%Gain over '26
1—Chevrolet ..	1701	1091	610	55
2—Ford	1477	2932	*1455	*49
3—Buick	779	949	*170	*17
4—Chrysler ...	587	482	105	21
5—Nash	422	453	*31	*7
6—Studebaker .	408	458	*50	*12
7—Dodge	395	1035	*640	*61
8—Essex	348	330	18	5
9—Pontiac	220	39	181	464
10—Whippet ...	205	199	6	3
11—Oldsmobile .	167	157	10	6
12—W'lys-Knight	144	89	55	61
13—Hupmobile .	137	138	*1	..
14—Oakland ...	124	246	*122	*49
15—Cadillac ...	120	159	*39	*24
16—Packard ...	116	119	*3	*2
17—Hudson ...	114	350	*236	*70
18—Auburn ...	110	33	77	230

*Loss.

The top rung of the sales ladder, it will be noted, had a new tenant, Chevrolet outselling Ford, their respective February ratios to the total being 20.8 and 18.1 per cent.

Incidentally, G. M. C. February sales were 3,111, as against 2,641 last year, an increase of 17.7 per cent.

APPLICATIONS READY FOR SPACE AT PARIS SHOW

Washington, March 16.—Application for space in the Paris Automobile Salon, October 6 to 16, will be received by the secretary of the exposition at 51, rue Pergolese, Paris, according to a report received by the Department of Commerce.

This year the salon will have no section for trucks and commercial vehicles.

40-MILE-AN-HOUR SPEED LAW ADOPTED IN INDIANA

Indianapolis, March 16.—In spite of the determined opposition to speed limit increase measures during the Indiana Legislature, which terminated last week, the Hoosier Motor Club together with the support of other automotive organization and auto manufacturers succeeded in shoving a measure through legalizing a 40-mile-an-hour speed limit outside of city limits.

Calendar of Coming Events

MARCH

17—**Clearfield, Pa.** Automotive Equipment Association, meeting.
18—**Bellefonte, Pa.** Automotive Equipment Association, meeting.
21—**Akron, O.** Automotive Equipment Association, meeting.
23-24—**Saginaw, Mich.** Saginaw Automobile Dealers' Association, automobile show, Auditorium.
24—**Gettysburg, Pa.** Automotive Equipment Association, meeting.
24-27—**Bangor, Me.** Bangor Automobile Dealers' Association, automobile show. E. J. Conquest, manager.
25—**Columbus, O.** Automotive Equipment Association, meeting.
25—**Lebanon, Pa.** Automotive Equipment Association, meeting.
28-Apr. 2—**Asbury Park, N. J.** Automobile show, Casino.

APRIL

1—**Denver, Col.** Automotive Equipment Association, meeting.
4—**Colorado Springs, Col.** Automotive Equipment Association, meeting.
4- 8—**Rocky Mount, N. C.** Automobile show.
6—**Trinidad, Col.** Automotive Equipment Association, meeting.
7—**Long Branch, N. J.** Automotive Equipment Association, meeting.
8—**Pueblo, Col.** Automotive Equipment Association, meeting.
10—**Los Angeles, Cal.** American Automobile Association, race.
10-17—**Riga, Latvia.** Automobile Club of Latvia, international show.
13—**Ft. Collins, Col.** Automotive Equipment Association, meeting.
14—**Hastings, Neb.** Automotive Equipment Association, meeting.
15—**Cheyenne, Wyo.** Automotive Equipment Association, meeting.
18—**Sterling, Col.** Automotive Equipment Association, meeting.
20—**Scottsbluff, Neb.** Automotive Equipment Association, meeting.
21—**Fresno, Cal.** American Automobile Association, race.
22—**Casper, Wyo.** Automotive Equipment Association, meeting.
27-29—**New York city.** American Welding Society, convention, Engineering Societies Building.
27-May 8—**Barcelona, Spain.** Barcelona Automobile Show.
30—**Atlantic City, N. J.** American Automobile Association, race.

MAY

6- 7—**Canton, O.** Automotive Equipment Association, meeting.
20-21—**Cologne, Germany.** International Commercial Transport Exhibition.
25-28—**French Lick Springs, Ind.** Society of Engineers, semi-annual technical meeting.
30—**Indianapolis, Ind.** American Automobile Association, race.

JUNE

4-15—**Budapest, Hungary.** Hungarian Automobile Show.
11—**Altoona, Pa.** American Automobile Association, race.
25—**Salem, N. H.** American Automobile Association, race.
27-July 2—**Portland, Ore.** Automotive Equipment Association, summer convention.

JULY

26-27—**Chicago, Ill.** National Association of Automobile Show and Association Managers, Hotel Drake.

AUGUST

27—**Syracuse, N. Y.** American Automobile Association, race.

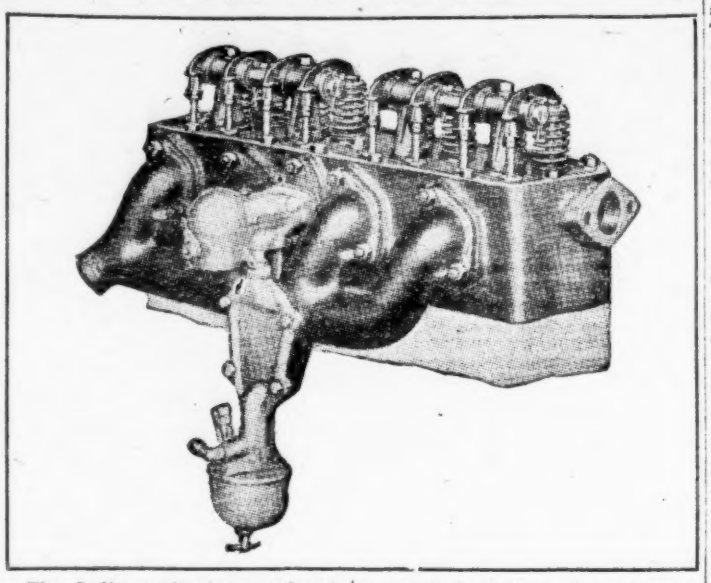
SEPTEMBER

1- 5—**Santa Ana, Cal.** Orange County Fair Association, Orange County Fair, Fair Grounds.
5—**Altoona, Pa.** American Automobile Association, race.
10—**Detroit, Mich.** American Automobile Association, race.
19-23—**Cleveland, O.** National Machine Tool Builders' Association, National Machine Tool Builders' Exposition, Public Auditorium.
24—**Atlantic City, N. J.** American Automobile Association, race.

New Automotive Equipment

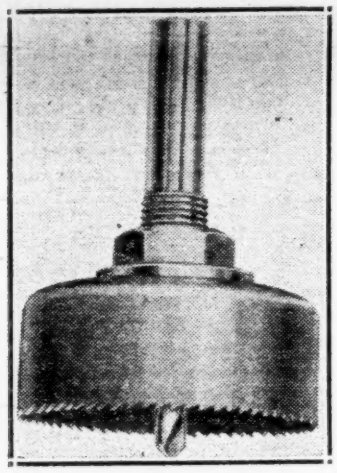
This department is devoted to the newest developments in automobile accessories, replacement parts and shop equipment. Its columns are open to manufacturers, who are invited to submit descriptions and illustrations of their latest products.

ENGINE HEAD FOR FORDS



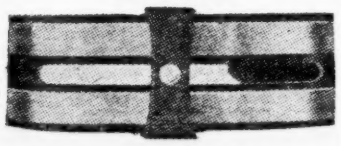
The Indianapolis improved cylinder head, designed to give improved economy and performance with Ford engines, may be installed on any Model T. It has a high velocity intake manifold, all-steel Boyle overhead valves of 1⅞ inches, drop-forged steel rocker arms bushed with bronze, and ground hardened steel rocker arm shaft. Valve springs are of heat-treated alloy steel. The head cover is sound deadening. Any carburetor may be used. The exhaust pipe fits in the usual place. Retail price for head using standard equipment, $85. Prices for models to be used with Holley vaporizer, Winfield carburetor, etc., on application. Made by Morton & Brett, 811 East 23d St., Indianapolis, Ind., who also manufacture improved cylinder heads for various other four-cylinder cars.

SAW FOR CUTTING ROUND HOLES IN METAL



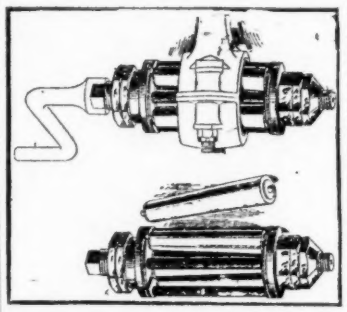
The Black & Decker hole saw serves for cutting clean circular holes in iron, steel, brass, copper, as well as wood, with hole sizes ranging from ¾ to 3½ inches. It is made of high-quality hardened saw steel. The mandrel holds a ¼-inch twist drill drilling the pilot hole, which serves as a guide for the saw. The hole saw may be used with Black & Decker ½-inch special, ½-inch heavy duty, ⅝-inch special and ⅝-inch heavy-duty portable electric drills. An automotive set consists of five saws and two mandrels, price $7.50. Made by Black & Decker Manufacturing Company, Towson, Md.

RUSTPROOF SPRING STEEL BUMPERS



Defender bumpers and fender guards are made of looped steel bars in such manner that every part of the bumper assists in absorbing a shock. At the same time, the assembly is rigid enough to be free from vibration. All bumpers and guards are heat treated, and the brightly polished surfaces are formed by solid bands of nickel silver inlaid in the grooved bars; the thickness of the inlaid bands is said to be twenty times that of average nickel plating. Steel parts are coated with black enamel. The manufacturer of this product is the New York Wire and Spring Company, Bumper Division, Hoboken, N. J.

CONNECTING-ROD BEARING BURNISHING TOOL



The Barwoco tool for truing up connecting-rod bearings with speed and precision is simple to operate. After disassembling the rod from the crankshaft and removing some shims, the bearing cap is screwed in place again. Then the high spots are scraped roughly with a scraper or file. The tool is then adjusted to proper size, bathed in oil, inserted in the bearing like a reamer, and turned until the bearing is smooth. Prices: No. 1, for bearings from 1¼ to 1 9-16 inches, $17.50; No. 2, 1⅝ to 1 15-16 inches, $20; No. 3, 2 to 2¼ inches, $25; No. 4, 2 5-16 to 2⅝ inches, $30; No. 5, 2 15-16 to 3¼ inches, $37.50. V. H. Barwood Manufacturing Company, 295 Congress St., Boston, Mass.

GLARE SHIELD

The L-W Glare Shield consists of a frame clamping on to the windshield and holding a piece of green DuPont Pyralin, which dims the glare of headlights approaching the car. The shield is adjustable to desired position required, but the driver does not look through, but under it at the road. Price $2.50. Made by L-W Glare Shield Company, 46 Cornhill, Boston, Mass.

Independent Oil Men Oppose Gasoline Discounts

Chicago, March 16.—In spring conference here this week, plans were discussed by directors of the National Petroleum Marketers' Association to appeal to the Federal Trade Commission from the current quantity discount agreements for the sale of gasoline now in use in the oil trade.

President L. V. Nicholas stated that cross-competition between Standard Oil companies, in which the various Standard companies are said to be competitively entering each other's territory, is a matter of serious import to independent oil marketers.

In regard to the confused public conception of what an oil "independent" signifies, President Nicholas presented to the meeting an analysis of an outside leader in the trade in which it was recommended that, for the independents to become an outstanding branch of the industry, they should extend their scope beyond marketing, and should combine with independent refiners and independent producers of crude oil for a far-reaching and thoroughgoing independent organization extending throughout the whole industry.

NEW OPAQUE PIGMENT PUT OUT BY GLIDDEN CO.

Cleveland, March 16.—The Glidden Company, West Madison Avenue, at Berea Road, this city, has developed a new pigment of great capacity, which is expected to prove important in the manufacture of lacquers where low pigment content, coupled with great hiding power, are necessary. Another field for the new product is indicated in its possible replacement of zinc oxide in the rubber industry.

The new product will be manufactured at the Glidden company's plant at St. Helena, Md., with possible extension of the firm's lithophone plants at Collinsville, Ill., and Oakland, Cal., if the demand requires greater production facilities. Present plans provide for the company's controlling the manufacture of the new product, rather than licensing other pigment manufacturers on a royalty basis.

NEW SPECIFICATIONS IN S. A. E. HANDBOOK

New York, March 16.—New and revised standard specifications approved at the annual meeting of the Society of Automotive Engineers in January are included in the March, 1927, issue of the S. A. E. Handbook now being distributed.

An important feature of the latest edition of the handbook is a list of nearly 500 manufacturers who are in a position to furnish for initial use materials or products that conform to S. A. E. specifications. Only those makers who have certified that their products conform to these standard specifications are included.

JOBBERS IN DETROIT FORM N. S. P. A. BRANCH

Detroit, March 16.—For improved credit protection and advancement of the parts industry, practically all the replacement parts jobbers in Detroit who are eligible for National Standard Parts Association membership have grouped themselves in a local organization, with A. O. Dunk, Puritan Auto Parts Company, as president.

HENNECKE SPEAKS

Montreal, March 16.—The annual banquet of the Montreal Automobile Trade Association was addressed by E. V. Hennecke, president of the Automotive Equipment Association. J. E. Smith, president of the Montreal Association, presided.

Accessory Field

TWO APPOINTMENTS

Atlanta Ga., March 16 (U. T. P. S.).—Al H. Bailey, president of the Bailey Company, local automobile accessory house, announces the appointment of H. M. Land and Fred H. McRae to important positions. Mr. Land, in addition to being general manager, will have complete charge of the retail tire and accessory sales, and Mr. McRae will be office manager.

NEW PISTON RING

Wausau, Wis., March 16.—The Wausau Motor Parts Company, manufacturer of piston rings, has received a patent on a new ring called "Sav-Oil," which, the company states, has been adopted as standard equipment by a leading automobile manufacturer.

NEW REPRESENTATIVES

Chicago, March 16.—D. M. Caphton, formerly with the E. A. Laboratories, is now representing the Automotive Maintenance Machinery Company of Chicago in the Southwest, with headquarters at Dallas, Tex. Paul B. Eckhart, formerly with the Hertz Driv-Ur-Self Corporation, is now representing the Automotive Maintenance Machinery Company in the Indiana and Illinois territory, with headquarters at Chicago.

MORE SERVICE SPACE

Denver, Col., March 16.—To keep pace with rapidly expanding business, the Perry-Jacobs Rubber Company has doubled its floor space at 1545 Lincoln St. The owners state this makes it the largest service station in Denver and the largest tire service station west of Kansas City. Approximately 12,000 feet of floor space are devoted to drive-in service.

"BULL DOGS" POPULAR

Spencer, Ia., March 16.—The W. H. Thomas Manufacturing Company of this city declares that the new "Bull Dog" model C foot accelerators have met with great favor, and that thousands of letters have been received by the company from those who sell accelerators complimenting it on this universal model.

ILCO-RYAN-LITE PRICES

Racine, Wis., March 16.—The Stover Signal Engineering Company announces a new schedule of prices for the Ilso-Ryan-Lite, ranging from $22.50 to $40 per pair. Two sizes are now obtainable, 9¾ inches and 11¾ inches in diameter. These prices are slightly higher west of the Rocky Mountains.

You can *Sell*

PAIGE

cars to every man who spends from a thousand to three thousand dollars for his cars—thus serving the widest market in the industry. For 1927, Paige equips its dealers with

20 charming body types and color combinations on 4 chassis in

Sixes & Eights

at factory prices ranging from $1095 to $2795

Here's a FRANCHISE!

—and your territory may be open. You can quickly find out by mailing this coupon immediately!

PAIGE-DETROIT MOTOR CAR CO.
Detroit, Michigan

Gentlemen:—

Without obligation, you may send me information about the Paige franchise.

Name_____

Address_____

(865)

What Cars I Get for My Price

by

Walter C. Boynton

DETROIT, March 16.—Some regrettable errors of transposition crept into two price stories published in Automotive Daily News. March 7 there was carried a table, showing the various prices at which cars could be bought. Owing to haste of composition, several of these figures were incorrectly placed in. the progression, causing unrelated figures to be published, following one another.

In the case of the Hupmobile, some errors were also made, with incorrect statements of price. Prices given in the listing between $2,000 and $2,500 were printed as being prices on Hupmobile Sixes, instead of Hupmobile Eights. Correct figures are given in the table as it is reprinted today.

In the issue of March 4, mention was made of the La Salle line, in comparison with other cars in its price class, and there was reference to $2,495 as being the price of a Hupmobile Six. This should have referred to the Hupmobile Eight.

Errors of this kind are naturally annoying to every one, especially to Automotive Daily News. They are acknowledged, as in the present case, with appropriate apologies..

$0 TO $500

$360 Ford Four 100 2-pass. roadster.
380 Ford Four 100 5-pass. touring.
485 Ford Four 100 coupe.
495 Ford Four 100 Tudor sedan.

$500 TO $1,000

525 Chevrolet Four 103 2-pass. rdst'r.
Chevrolet Four 103 5-pass. tour.
545 Ford Four 100 Fordor sedan.
550 Star Four 103 2-pass. roadster.
Star Four 103 5-pass. touring.
595 Chevrolet Four 103 5-pass. coach.
625 Chevrolet Four 103 3-pass. coupe
Overland Whippet 4 100¼ tour.
Overland Whippet 4 100¼ coupe.
Overland Whippet 4 100¼ coach.
650 Star Four 103 4-pass. coupe.
675 Star Four 103 5-pass. 2-door coach.
695 Chevrolet Four 103 5-pass. sedan.
Overland Whippet 4 100¼ rdstr.
700 Essex 6 110½ 2-pass. speedabout.
715 Chevrolet Four 103 sport cabriolet.
725 Overland Whippet 4 100¼ sedan.
Star Six 107 5-pass. touring.
735 Essex Six 110½ coupe.
Essex Six 110½ coach.
745 Chevrolet Four 103 5-pass. landau.
750 Chrysler "4-50" 2-pass. rdstr.
Chrysler "4-50" 5-pass. touring.
Chrysler "4-50" 3-pass. coupe.
755 Overland Whippet 4 100¼ land'let.
765 Overland Whippet Six touring.
Star Four 103 5-pass. sedan.
775 Pontiac Six 110 5-pass. sedan.
Pontiac Six 110 4 pass. spt. rdstr.
Pontiac Six 110 2-pass. coupe.
780 Chrysler "4-50" 5-pass coach.
785 Essex Six 110½ speedster C seats.
795 Chrysler "4-50" 4-pass. roadster.
Dodge Four 116 2-pass. roadster.
Dodge Four 116 5-pass. touring.
Essex Six 110½ sedan, B seats.
Overland Whippet Six coupe.
Overland Whippet Six coach.
Star Six 107 4-pass coupe.
825 Overland Whippet Six roadster.
830 Chrysler "4-50" 5-pass. sedan.
825 Pontiac Six 110 4-p. sport. cabriolet.
845 Dodge Four 116 2-pass. spec. r'd'r.
Dodge Four 116 2-passenger coupe.
Dodge Four 116 5-pass. spec. tour'g.
Star Six 107 coach.
865 Nash Light Six 108 5-pass. tour g.
875 Oldsmobile Six 110 13-16 5-p. tourg.
Overland Whippet Six sedan.
880 Dodge Four 116 5-pass. sport tour'g.
885 Chrysler "4-50" 5-pass. landau.
Star Six 107 4-pass. sport roadst'r.
895 Dodge Four 116 special coupe "B."
Dodge Four 116 5-pass. sedan "B."
Pontiac Six 110 landau sedan.
925 Nash Light Six 108 3-pass. coupe.
Nash Light Six 108 5-pass. sedan.
Oldsmobile 6 110 13-16 2-p. coupe.
Overland Whippet Six landaulet.
Star Six 107 sedan.
935 Erskine Six 107 business coupe.
945 Chandler Standard 6 5-p. touring.
Dodge Four 116 sport roadster.
Dodge Four 116 5-pass. spe. s."B."
Erskine Six 107 tourer.
950 Oldsmobile 6 110 13-16 5-p. coach.
960 Flint Junior 110 5-passenger coach.
970 Pontiac 6 110 4-p. de luxe coupe.
975 Erskine Six 107 custom sedan.
Oldsmobile 6 110 13-16 4-pass. de luxe roadster.
Pontiac 6 110 5-p. de luxe sedan.
Star Six 106 sport coupe.
Star Six 107 5-passenger landau.
980 Oldsmobile 6 110 13-16 5-pass. de luxe touring.
985 Erskine Six 107 custom coupe.
990 Oldsmobile Six 110 13-16 2-pass. de luxe coupe.
995 Chandler Standard 6 5-pass. sedan.
Moon Six 110 5-passenger roadster.
Moon Six 110 5-pass. phaeton.
Nash Light 6 108 5-p. special sedan.

$1,000 TO $1,500

$1,005 Chandler Stand 6 5-p. de luxe tour.
1,025 Oldsmobile 6 110 13-16 5-p. sedan.
Oakland 6 113 5-pass. touring.
1,035 Chandler Stand. 6 3-pass. coupe.
Olds'bile 6 110 13-16 4-p. spt. coupe.
1,045 Moon Six 110 5-pass. coach.
Velie Six 112 4-door sedan.
Velie 6-50 112 3-pass. coupe.
1,050 Oldsmobile 110 13-16 5-p. de luxe coach.
1,075 Chrysler "6-60" 5-pass. phaeton.
Dodge 4 116 5-pass. de luxe sedan.
Flint Junior 110 5-p. de luxe coach.
1,085 Nash Light 6 108 4-dr. de l. sedan.
1,095 Auburn Six 120 4-pass. roadster.
Moon Six 110 de luxe roadster.
Oakland Six 113 5-p. spt. phaeton.
Oakland Six 113 5-pass. sedan.
Paige "6-45" 5-pass. touring.
Paige "6-45" 2-pass. coupe.
Paige "6-45" 5-pass. brougham.
1,125 Chrysler "6-60" 2-pass. coupe.
Chandler Standard 6 de luxe coupe.
Oakland 6 113 5-pass. landau coupe.
Oldsmobile 6 110 13-16 5-p. de luxe sedan.
Studebaker Standard 6 120 3-pass. duplex roadster.
1,135 Chandler Standard Six roadster.
Chandler Standard 6 de luxe sedan.
Nash Special 112½ 5-pass. touring.
1,145 Chandler Special Six 5-pass. tour.
Chrysler "6-60" 2-pass. roadster.
Chrysler "6-60" coach.
Moon Six 110 brougham.
Studebaker Standard 6 120 5-pass. duplex phaeton.
1,165 Nash Special 112½ 3-pass. coupe.
1,175 Chrysler "6-60" 4-pass. roadster.
Oakland Six 113 4-p. sport roadster.
1,190 Oldsmobile Six 110 13-16 landaulet.
1,195 Auburn Six 120 5-pass. sedan.
Buick Six 115 4-passenger roadster.
Buick Six 115 passenger coupe.
Buick Six 115 5-pass. sedan.
Chandler Special Six 3-pass. coupe.
Moon Six 110 3-pass. roadster.
Moon Six 110 5-pass. spt. brough.
Oakland Six 113 5-passenger sed.
Paige 6-45 5-passenger sedan.
Studebaker Stan. Six 120 5-p. coach.
Studebaker Stan. Six 120 sp't r'd'r.
1,215 Nash Special 112½ 5-p. 2 d. sedan.
1,225 Buick Six 115 5-pass. touring.
Nash Special 112½ 4-pass. roadster.
Chrysler "6-80" 5-pass. sedan.
Marmon Six 136 5-pass. town coupe.
Stutz Eight 131 5-pass. brougham.
Stutz Eight 131 5-pass. sedan.
1,245 Chrysler "6-60" sedan.
Davis Six 109 3-pass. roadster.
Moon Six 110 5-pass. 4-door sedan.
1,260 Flint Six 115 5-pass. touring.
Studebaker Stan. Six 120 country club coupe.
1,275 Buick Six 115 4-pass. coupe.
Buick Six 115 country club coupe.
1,285 Chandler Special Six de luxe coupe.
Davis Six 109 3-pass. coupe.
Davis Six 109 5-pass. touring.
Davis Six 109 5-pass. sedan.
Hudson Six 127¾ coach.
1,295 Auburn "6-66" 120 5-pass. sedan.
Auburn "6-66" 120 5-pass. Wanderer.
Buick Six 115 5-pass. sedan.
Chandler Spec. Six 5-p. sport tour.
Chandler Special Six 5-pass. sedan.
1,296 Elcar Six 117 4-pass. brougham.
Oakland Six 113 5-pass. land. sed.
Moon "6-60" 110 5-pass. royal sed.
Paige "6-45" 4-pass. roadster.
Willys-Knight "6-70" 113¼ 2-pass. coupe.
Willys-Knight "6-70" 113¼ 5-passenger touring.
1,315 Nash Spec. 112½ 5-p. 4-dr. sedan.
1,325 Hupmobile Six 114 5-pass. touring.
Studebaker Standard Six 120 4-pass. custom victoria.
1,330 Nash Adv. Six 121 5-pass. tour.
1,335 Studebaker Standard Six 120 5-passenger custom sedan.
1,345 Auburn Six 120 5-p. Wanderer sed.
1,350 Roamer Six "50" 4-p. sport tour.
Willys-Knight Six 113¼ roadster.
1,375 Buick Six 115 5-pass. brougham.
1,385 Hudson Six 127 5-pass. sedan.
Hupmobile Six 114 2-pass. coupe.
Hupmobile Six 114 5-pass. broug'm.
Hupmobile Six 114 5-pass. sedan.
Hupmobile Six 114 4-pass. roadster.
1,395 Auburn Eight 125 roadster.
Buick Six 120 5-passenger sedan.
Chrysler "6-70" 5-pass. phaeton.
Davis Six 115 5-pass. phaeton.
Elcar Six 117 5-pass. sedan.
Gardner Six 118 4-pass. roadster.
Gardner Six 118 5-pass. phaeton.
Gardner "8-80" 122 2-5-pass. de luxe roadster.
Paige "6-65" 5-p. land. brougham.
Peerless Six "6-80" 5-pass. tour.
Peerless Six "6 80" 5-p. 2-dr. sed.
Roamer Six "50" 2-pass. roadster.
1,395 Roamer Six "50" 2-pass. coupe.
Roamer Six "50" 5-passenger sed.
Willys-Knight "6-70" 113¼ cabriolet coupe.
1,425 Velie Six 118 5-passenger brough.
1,445 Studebaker Big Six 120 coupe.
Studebaker Big Six 120 phaeton.
Studebaker Spe. Six 120 5-p. coach.
Studebaker Special Six 120 5-passenger duplex phaeton.
1,450 Flint Six 120 5-passenger touring.
Flint Six 115 5-passenger brough'm.
Velie Six 118 5-pass. phaeton.
Velie Six 118 3-passenger coupe.
Velie Six 118 5-pass. new sedan.
1,465 Buick Six 120 4-passenger coupe.
1,475 Elcar Six 117 4-passenger landau.
Nash Advanced Six 121 4-p. rdstr.
1,490 Nash Advanced Six 127 7-p. tour.
1,495 Auburn Eight 125 5-pass. sport sedan.
Buick Six 120 5-passenger sedan.
Buick Six 128 4-passenger rdstr.
Chandler Big Six 5 pass. sedan.
Chrysler "6-70" 4-pass. roadster.
Chrysler "6-70" 5-p. sport phaeton.
Davis Six 115 4-passenger roadster.
Davis Six 115 4-passenger touring.
Flint Six 115 4-pass. sport rdstr.
Flint Six 115 roadster coupe.
Flint Six 115 5-passenger sedan.
Paige "6 65" 4-passenger roadster.
Paige "6-65" 4-passenger sedan.
Peerless "6-90" 120 4-pass. rdstr.
Roamer Six "50" 2-p. spt. rdstr.
Studebaker Big Six 120 3-passenger sport roadster.
Studebaker Big Six 120 4-passenger sport roadster.
Velie Six 118 4-pas. club roadster.
Willys-Knight "6-70" 113¼ 5-pass. sedan.

$1,500 TO $2,000

$1,525 Buick Six 128 5-p. sport touring.
Chrysler "6-70" 5-pass. brougham.
Nash Advanced Six 121 5-p. sedan.
1,545 Chandler Big Six 5 p. spt. touring.
Chrysler "6-70" 4 p. royal coupe.
Jordan Eight 116 4-pass. roadster.
1,565 Peerless "6-80" 116 4 pass. coupe roadster.
1,575 Hudson Six 127¾ brougham.
1,585 Studebaker Big Six 120 5-pass. custom brougham.
1,595 Chandler Big Six metrop'n sedan.
Chrysler "6-70" 5-p. royal sedan.
Davis Six 115 5-passenger sedan.
Elcar "8-82" 123 5-pass. brougham.
Peerless Six 116 5-passenger sedan.
Reo Six 121 5-passenger brougham.
Rickenbacker "6-70" 118½ 5-passenger sedan.
Roamer "6-50" 5-p. de luxe sedan.
1,625 Reo Six 121 2-pass. sport coupe.
1,645 Flint Six 115 5-pass. sport touring.
Flint Six 145 4-pass. roadster.
Gardner Six 118 5-pass. brougham.
Rickenbacker "6-70" 118½ brougham victoria.
Studebaker Big Six 120 custom victoria.
1,655 Paige "6-75" 7-pass. touring.
1,675 Chandler Big Six 4-pass. coupe.
1,685 Kissel Six 124 5-pass. phaeton.
Reo Six 121 3-pass. roadster.
1,695 Auburn "8-77" 125 sedan.
Chandler Big Six 5-pass. touring.
Chandler Big Six 4-p. com. rdstr.
Chandler Big Six 5-p. M. sed. deh.
Chandler Big Six 7-pass. sedan.
Davis Six 115 4-pass. coupe.
Gardner Six 118 landau roadster.
Gardner Six 118 imperial sedan.
Gardner Six 118 victoria brougham.
Gardner "8-80" 122 4-p. spt. coupe.
Gardner "8-80" 122 5-pass. sedan.
Jordan Eight 116 4-pass. Victoria.
Jordan Eight 116 5-pass. sedan.
Kissel Six 124 2-door brougham.
Nash Special 112½ cavalier.
Paige "6-75" 5-pass. sedan.
Peerless "6-90" 120 4-pass. rdstr.
Studebaker Special Six 120 5-pass. brougham.
1,725 Peerless 120 3-pass. roadster coupe.
1,745 Auburn "8-77" 125 Wanderer sed.
Chrysler "6-70" 5-pass. cabriolet.
1,750 Hudson Six 127¾ 5-pass. sedan.
Willys-Knight Great Six 126 tour.
1,765 Buick Six 128 4-p. country club coupe.
1,785 Kissel Six 124 7-pass. touring.
Locomobile "8-66" 124 touring.
Velie Six 118 5-pass. royal sedan.
1,790 Elcar Eight 123 5-pass. sedan.
Nash Advanced Six 127 4-passenger victoria.
1,795 Chrysler "6-70" 5-p. crown sedan.
Davis Six 115 5-p. imperial sedan.
Gardner "8-80" 122 4-p. de luxe sport coupe.
Gardner "8-80" 122 5-pass. de luxe sedan.
Kissel Six 124 2-door brougham.
Marmon Eight 116 2-door sedan.
Peerless "6-80" 116 5-pass. de luxe sedan.
Rickenbacker "8-80" 119½ 5-passenger sedan.
1,845 Reo Six 121 4-passenger victoria.
Reo Six 121 5-passenger sedan.
Rickenbacker "8-80" 119½ brougham victoria.
1,850 Buick Six 128 5-pass. coupe.
Flint Six 115 4-passenger coupe.
Hudson Six 127 3-8 7-pass. sedan.
1,870 Elcar "8-82" 123 5-pass. landau.
1,875 Studebaker Big Six 127 7-passenger duplex phaeton.
1,885 Case Model "J. I. C." 122 5-pass. touring.
Kissel "8-65" 125 5-pass. phaeton.
1,895 Chandler Big Six de luxe sedan.
Kissel Six 124 4-pass. speedster.
Kissel Six 124 4-passenger tourster.
Kissel Six 124 coupe roadster.
Kissel "8-65" 125 2-pass. brougham.
Kissel Six 124 5-passenger sedan.
Locomobile "8-66" 124 brougham.
Locomobile "8-66" 124 sedan.
Locomobile "8-66" 124 2-passenger roadster.
1,895 Marmon Eight 116 2-p. speedster.
Marmon Eight 116 2-pass. coupe.
Marmon Eight 116 4-door sedan.
Peerless 6-90 120 5-pass. sedan.
Peerless 6-90 120 5-p. sport sedan.
Peerless 6 126½ 5-pass- touring.
1,925 Buick Six 128 4-pass. con. coupe.
Buick Six 128 5-pass. brougham sedan.
Flint Six 115 5-pass. sedan.
1,945 Chandler Strd. Six 5-pass. touring.
Hupmobile Eight 125 5-pass. tour.
1,950 Willys-Knight Great Six 126 roadster.
1,965 Marmon Eight 116 4-pass. speedster.
1,985 Kissel 8-65 125 7-pass. touring.
Roamer Eight 126 4-pass. sport roadster.
Roamer Eight 126 2-pass. coupe.
Roamer Eight 126 4-pass. club sed.
Roamer Eight 126 5-pass. sedan.
1,990 Nash Adv'd Six 127 5-p. 4-dr. sed.
1,995 Auburn 8-88 130 4-pass. roadster.
Buick Six 128 7-pass. sedan.
Diana Eight 125½ 5-pass. broug'm.
Gardner 8-90 130 3-5-passenger roadster.
Kissel 8-65 125 5-pass. sp. broug.
Marmon Eight 116 roadster.
Paige "6-75" 4-pass. roadster.
Paige "6-75" 4-pass. coupe.
Paige "6-75" 7 pass. sedan.
Peerless 6-90 120 5-pass. landaulet.

$2,000 TO $2,500

2,045 Hupmobile Eight 125 7-pass. tour.
Hupmobile Eight 125 4-pass. rdstr.
2,050 Chandler Royal Eight 5-pass. tour.
Velie 6-60 118 5-p. de luxe sedan.
2,090 Nash Adv. Six 121 5-p. Ambassador.
Nash Adv. Six 127 7-pass. sedan.
2,095 Auburn 8-88 130 5-p. spt. sedan.
Diana Eight 125½ 4-pass. cabriolet.
Kissel 8-65 125 4-p. coupe rdstr.
Kissel 8-65 125 4-pass. tourster.
Kissel 8-65 125 4-p. broug. sedan.
Kissel 8-65 125 4-pass. speedster.
Kissel Six 124 5-pass. speedster.
2,125 Flint Six 115 7-pass. sedan.
2,145 Paige "6-75" 7-pass. limousine.
Studebaker Big Six 127 5-p. coupe.
2,150 Locomobile 8-66 124 4-p. rdstr.
2,185 Kissel Eight 131 5-pass. phaeton.
2,195 Auburn 8-88 130 5-pass. sedan.
Chandler Royal Eight 7-pass. tour.
Chandler Royal Eight 4-pass. coupe.
Chandler Royal Eight 3-pass. rdstr.
Chandler Royal Eight, 5 pass. sed.
Diana Eight 125½ 4-door 4-pass. de luxe sedan.
Elcar "8-90" 5-pass. brougham.
Kissel 8-75 131 5-pass. brougham.
Studebaker Big Six 127 5-pass. brougham.
2,225 Case Model "Y" 132 5-p. touring.
2,245 Auburn Eight 129 5-p. Wanderer sedan.
Hupmobile Eight 125 5-p. 2-door brougham.
Studebaker Big Six 127 7-passenger President.
Studebaker Big Six 127 7-passenger sedan.
2,250 Packard Six 126 5-pass. phaeton.
Packard Six 126 5-pass. sedan.
2,285 Kissel 8-75 131 7-pass. touring.
2,295 Chandler Royal Eight 7-p. de l. sed.
Elcar "8-90" 4-pass. landau.
2,295 Gardner "8-90" 130 5-p. brougham.
Gardner "8-90" 130 5-pass. sedan.
Gardner "8-90" 130 5-pass. victoria.
Kissel "8-65" 125 5-pass. brougham sedan speedster.
Kissel Six 124 5-pass. brougham.
Kissel Six 124 7-pass. new sedan.
Kissel "8-75" 131 5-pass. special brougham.
Paige "8-85" 7-pass. touring.
Peerless "6-72" 126½ 5-p. coupe.
Willys-Knight Great Six 126 foursome.
Willys-Knight Great Six 126 cabriolet coupe.
Willys-Knight Great Six 126 sed.
2,325 Studebaker Big Six 127 7-pass. berline.
2,345 Hupmobile Eight 125 2-pass. coupe.
Hupmobile 8 125 5-pass. sedan.
Hupmobile 8 125 5-pass. victoria.
2,350 Packard Six 126 4-pass. roadster.
2,355 Paige "8-85" 5-pass. sedan.
2,385 Roamer "8-88" 7-pass. touring.
2,395 Kissel "8-75" 131 4-pass. roadster.
Kissel Eight 131 4-pass. speedster.
Kissel Eight 131 4-pass. tourster.
Kissel Eight 131 5-pass. brougham sedan.
Peerless "6-72" 126½ 5-pass. sed.
2,445 Hupmobile 8 125 berlin.
2,465 Elcar "8-90" 5-pass. sedan.
2,490 Franklin Six 119 3-pass. coupe.
2,495 Chrysler "6-80" 5-pass. phaeton.
Hupmobile 8 125 7-pass. sedan.
Jordan Eight 125½ 4-pass. victoria.
Jordan Eight 125½ 5-pass. sedan.
Kissel "8-65" 125 5-p. A. Y. broug.
Kissel "8-65" 125 7-pass. sedan.
LaSalle Eight 125 4-pass. phaeton.

$2,500 TO $3,000

$2,525 LaSalle Eight 125 2 to 4-passenger roadster.
2,525 Roamer "8-88" 5-p. sport touring.
2,555 Locomobile "8-66" 124 de luxe brougham.
2,565 Franklin Six 119 5-p. rumble coupe.
2,585 LaSalle Eight 125 2-pass. coupe.
2,590 Case "J. I. C." 122 5-p. brougham.
Case "J. I. C." 122 5-pass. sedan.
2,595 Auburn "8-88" 130 7-pass. sedan.
Chrysler "6-80" 2-pass. roadster.
Hupmobile Eight 125 7-pass. lim.
Kissel "8-75" 131 5-pass. brougham sedan speedster.
Maarmon Eight 116 3-wind. cust. sedan.
Marmon Eight 116 2-wind. cust. sedan.
Marmon Eight 116 custom victoria.
Rickenbacker "8-90" 136 5-p. sedan.
2,635 Franklin Eight 119 5-pass. tour.
LaSalle Eight 125 2-4-p. convertible coupe.
LaSalle Eight 125 4-pass. victoria.
2,645 Rickenbacker Eight 136 5-passenger victoria.
2,650 McFarlan Eight 131 5-pass. tour.
2,655 Paige "8-85" 4-pass. roadster.
Paige "8-85" 4-passenger coupe.
Paige "8-85" 7-passenger sedan.
2,725 Packard Six 133 5-pass. club sed.
2,740 Franklin Six 119 4-pass. victoria.
2,690 Franklin Six 119 2-pass. roadster.
2,695 Diana Eight 125½ 7-pass. sedan.
Rickenbacker "8-90" 136 7-p. sedan.
2,700 Wills-Sainte Claire "T-6" 127 4-passenger roadster.
Wills-Sainte Claire "T-6" 127 trvlr.
2,725 Packard Six 133 5-pass. club sed.
2,740 Franklin Six 119 4-pass. victoria.
2,750 McFarlan Eight 131 7-pass. tour.
2,765 Elcar "8-90" 7-passenger sedan.
2,785 Packard Six 133 7-pass. touring.
Packard Six 133 7-pass. sedan.
Roamer "8-88" 5-pass. brougham.
2,790 Franklin Six 119 5-pass. sedan.
2,795 Kissel 8-75 131 "A. Y." brougham.
Kissel 8-75 131 7-pass. sedan.
Paige "8-85" 7-pass. limousine.
Peerless 8-69 133½ 5-p. std. coupe.
Rickenbacker 8-90 136 7-p. berlin.
2,800 Du Pont Six 125 4-pass. roadster.
Du Pont Six 125 4-pass. phaeton.
2,815 Franklin Six 119 Oxford sedan.
2,840 Franklin Six 119 sedan, aux. seats.
2,850 Locomobile "8-80" 5-pass. sedan.
2,885 Packard Six 133 7-pass. lim.
Roamer "8-88" 2-pass. speedster.
2,895 Chrysler "6-80" 3-pass. coupe.
Chrysler "6-80" 5-p. sport phaeton.
Diana Eight 125½ berline sedan.
Pierce-Arrow 6-80 130 2-p. rdstr.
Pierce-Arrow 6-80 130 7-p. phaeton.
2,900 Wills-Sainte Claire C-68 127 rdstr.
Wills-Sainte Claire C-68 127 trvlr.
Wills-Ste. Claire B-68 127 phaeton.
2,910 Franklin Six 119 5-pass. sport sedan.
2,940 Franklin Six 119 7-pass. exterior drive limousine.
2,950 DuPont Six 125 4-passenger sport phaeton.
2,975 Case "Y" 132 7-pass. sedan.
2,995 Cadillac Stand. Eight 132 5-pass. brougham.
Peerless 8-69 133½ 4-p. roadster.
Peerless 8-69 133½ 5-p. stand. sed.
Pierce-Arrow 6-80 130 5-p. coach.

$3,000 TO $3,500

$3,000 Wills-Sainte Claire D-68 127 4-pass. roadster.
Wills-Sainte Claire D-68 127 traveler.
3,050 McFarlan Eight 131 4-p. roadster.
3,065 Locomobile "8-80" de luxe sedan.
3,095 Chrysler "6-80" 4-pass. coupe.
Peerless "8-69" 133½ 7-p. stan. sed.
Pierce-Arrow "6-80" 130 4-p. tour.
3,100 Cadillac Stand. Eight 132 2-pass. coupe.
Pierce-Arrow "6-80" 130 2-pass. coupe.
Wills Sainte Claire B-68 127 5-pass. sedan.
3,125 Marmon Eight 116 cust. town cab.
3,150 Franklin Six 119 4-pass. tandem sport.
Stutz Eight 131 2-pass. speedster.
Wills-Sainte Claire T-6 127 5-pass. sport sedan.
Wills-Sainte Claire T-6 127 5-pass. special sedan.
3,160 Stutz Eight 131 4-pass. speedster.
3,165 Stutz Eight 131 2-pass. coupe.
3,175 Stutz Eight 131 5-pass. victoria coupe.
3,180 McFarlan Eight 131 4-pass. coupe.
McFarlan Eight 131 5-pass. coach brougham.
McFarlan Eight 131 5-pass. sedan.
McFarlan Eight 131 5-pass. suburban sedan.
3,195 Cadillac Stan. Eight 132 5-pass. victoria.
3,200 DuPont Six 125 4-pass. coupe.
Wills-Sainte Claire C-68 127 sedan.
Wills-Sainte Claire B-68 127 7-pass. sedan.
3,250 Cadillac Stan. Eight 132 5-pass. sedan.
Pierce Arrow Six 130 5-pass. 4-door coach.
Stearns-Knight Six 127 2-p. rdstr.
Stearns-Knight Six 137 4-p. std. touring.
Wills-Ste. Claire Six 127 7-p. sed.
3,280 McFarlan Eight 131 7-p. sedan.
3,285 Roamer 8-88 5-p. de luxe sedan.
Roamer 8-88 7-pass. sedan.
3,295 Chrysler 6-80 7-pass. sedan.
Chrysler 6-80 landaulet.
3,350 Cadillac Custom Eight 132 2-p. roadster.
Cadillac Custom eight 138 r dster.
Pierce-Arrow 6-80 130 7-pass. 4-door coach.
Stearns Knight Six 137 5-p. sedan.
Stearns-Knight Six 137 4-p. coupe.
Stearns-Knight Six 137 7-p. sed.
Stearns-Knight Six 137 5-p. custom sedan.
Wills-Sainte Claire Six 127 7-p lim.
Wills-Sainte Claire T-6 127 4-pass. cabriolet roadster.
Wills-Sainte Claire D-68 127 4-pass. cabriolet roadster.
3,400 Cadillac Stand. Eight 132 7-p. sed.
DuPont Six 125 5-pass. sedan.
3,450 Cadillac Cus. Eight 138 5-p. phae.
Cadillac Cus. Eight 138 7-p. tour.
Pierce-Arrow 6-80 130 lim. coach.
3,450 Wills-Ste. Claire Eight 127 5-pass. standard sedan.
Wills-Sainte Claire Eight 127 special sedan.
3,485 Marmon Six 136 2-pass. speedster.
Marmon Six 136 4-pass. speedster.
Marmon Six 136 5-pass. phaeton.
Marmon Six 136 2-pass. coupe.
Marmon Six 136 4-pass. victoria.
3,495 Chrysler 6-80 cabriolet.
Peerless 8-69 133½ 5-p. de luxe sed.

$3,500 TO $4,000

$3,500 Cadillac Standard Eight, 132 5-pass. sport coupe.
3,505 Peerless 8-69 133½ 7-pass, de luxe sedan.
3,535 Cadillac Standard Eight 132 7-pass. imperial.
3,550 Stearns-Knight Six 137 2-pas. cab.
Stearns-Knight Six 137 5-pass. C. S. limousine.
Stearns-Knight Six 137 5-pass. S. S. limousine.
Wills-Sainte Claire D-68 127 7-pass. sedan.
3,565 Marmon Six 136 2-pass. coupe r'ds.
Marmon Six 136 5-pass. brougham.
Marmon Six 136 7-pass. custom speedster.
Marmon Six 136 5-pass. stand. sedan.
3,595 Chrysler 6-80 7-pass. sedan lim.
Rickenbacker 8-90 136 5-pass. sed'n
Rickenbacker 8-90 136 5-pass. vic.
3,640 Marmon Six 136 7-pass. std. sedan.
3,650 Cadillac Standard Eight 132 sport sedan.
Wills-Sainte Claire D-68 127 4-pass. cabriolet roadster.
Wills-Sainte Claire D-68 127 7-pass. limousine.
3,685 Stutz Eight 145 7-pass. sedan.
3,695 Pierce-Arrow Six 130 4-pass. coupe.
3,750 du Pont Six 125 5-pass. country club sedan.
Packard Eight 136 5-pass. phaeton.
Stearns-Knight Six 137 7-pass. sedan limousine.
3,785 Stutz Eight 145 7-pass. limousine.
3,795 Peerless 8-69 133½ 7-pass. de luxe sedan.
3,850 Packard Eight 136 4-pass. runab't.
Stearns-Knight Eight 137 roadster.
Stearns-Knight Eight 137 touring.
3,855 Cadillac Custom Eight 138 5-passenger coupe.
3,895 Pierce-Arrow 6-80 130 5-p. coupe.
3,950 Packard Eight 143 7-pass. touring.
3,960 Marmon Six 136 5-pass. cust. sedan.
3,975 Cadillac Custom Eight 138 4-pass. sport phaeton.
3,995 Cadillac Custom Eight 138 5-passenger sedan.
Pierce-Arrow 6-80 130 7-pass. sedan.

$4,000 TO $4,500

4,045 Pierce-Arrow 6-80 130 7-passenger enclosed limousine.
4,050 Wills-Sainte Claire D-68 127 5-passenger brougham.
4,075 Marmon Six 136 7-pas. cus. sedan.
4,125 Cadillac Custom Eight 138 7-passenger suburban.
4,175 Marmon Six 136 7-pass. sedan lim.

(Continued on page 8)

HOTEL EMPIRE BROADWAY AT SIXTY-THIRD STREET, NEW YORK CITY

M. P. MURTHA, General Manager.

The NEW fourteen-story fireproof structure containing every modern convenience and "Servidor" service

RATES: Room, private toilet - - $2.50; Single Room with bath 3.50; Double Room with bath - 5.00

The location is unique:

SUBWAY, ELEVATED, STREET CARS, BUSES, ALL AT THE DOOR

Finest parking space in the city

Dealer Activities

NEW CHEVROLET FIRM OPENS IN MILWAUKEE

Milwaukee, Wis., March 16.—The Parron-Chevrolet Company has just taken over the former quarters of the Breitbach Auto Company at 2210 12th Ave. and is preparing to carry on the sale and complete servicing of Chevrolet automobiles. This company will also do general repairing in connection with its garage service. Louis Parron and E. J. Wruck of the Parron-Chevrolet Company, were formerly salesmen for the South Side Buick Company of Milwaukee. They will make a formal announcement of the opening of their business in the near future.

NEW NASH DEALER IN UPPER DARBY SECTION

Philadelphia, March 16.—The Upper Darby Nash Company has succeeded the Melville-Nash Motor Company as the Nash dealer in the Upper Darby section of Delaware county, Pennsylvania.

NEW REO DEALERSHIP OPENED IN ST. LOUIS

St. Louis, Mo., March 16.—A new Reo dealership has just been established here by A. H. Huber to serve the south side of the city as an associate of Reo St. Louis, Inc., the distributor. The new firm will be known as South Side Reo, Inc. Mr. Huber will be vice-president and general manager. The president is J. T. Scobey, and J. B. Killian is secretary and treasurer. Mr. Huber has been a member of the sales force of the Kardell Motor Car Company, which recently expanded into Reo St. Louis, Inc., for nine years. He takes with him as service manager Henry Blanke, who has been in the mechanical department of Kardell Company for nine years.

PAIGE-JEWETT DEALERSHIP OPENED IN GREENVILLE, S. C.

Greenville, S. C., March 16.—Featured by the presence of C. R. Spencer, district manager for the Paige-Detroit Motor Car Company, with headquarters in Atlanta, and Walter Wallis, service supervisor the F. B. Miles Auto Company, newly appointed Paige-Jewett dealer in this territory, held its formal opening Saturday afternoon and evening at its salesroom on College Street. Hundreds of persons visited the establishment during the day. In the evening there was music and dancing and souvenirs were given the visitors.

NAMED CHEVROLET DEALER IN HARRISONVILLE, MO.

Kansas City, March 16.—The White Motor Company, now operating a garage in Harrisonville, Mo., has just been appointed Chevrolet dealer in that city. Harrisonville is the county seat of Cass county, forty miles from Kansas City, and is in a rich farming community.

NEW GARDNER DEALER IN ALTOONA, PA.

Altoona, Pa., March 16.—The Reighard Motor Company, newly appointed dealer for Gardner automobiles in this city, has located in its new home at 868-870 19th St. A special showing of the "80" and "90" Gardner models marked the formal opening of the new establishment and large crowds attended. Sales were reported to be unusually gratifying. David L. Reighard, many years in the automobile business, is the head of the new company.

C. M. HALL, for several years branch manager of the Cleveland office, Black & Decker Manufacturing Company, who has recently been appointed assistant automotive sales manager, with headquarters at the Black & Decker factory, Towson, Md.

Personal Items

ARCHEY TO PHILADELPHIA

Philadelphia, March 16.—Harry L. Archey has just been appointed manager of the wholesale department of the Petersen Motors Company, Inc., Peerless distributor. Mr. Archey was at one time in the automobile business in this city and for some time was associated with the Peerless in New York as wholesale manager. He came to Philadelphia from Indianapolis, where he had been a prominent figure in automobile circles and president of the Automobile Trade Association in that city.

JOHNSON IN CHARGE

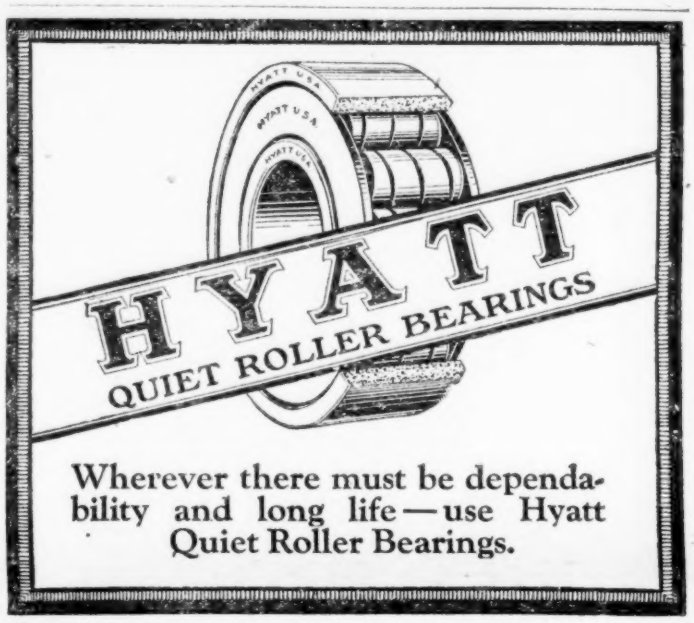
Seattle, Wash., March 16.—August Johnson is now in charge at the local Willys-Overland dealership, his company, the Transport Motor Company, having taken over the sale of this line in this territory. Mr. Johnson comes here from Spokane.

BROWN PROMOTED

Buffalo, N. Y., March 16.—Walter R. Brown, for a number of years member of the sales force of the Packard-Buffalo Company, Inc., has just been promoted to general sales manager.

HOWARD BRANCH CHIEF

Kansas City, March 16.—The W. C. Howard Motor Company, Hupmobile distributor here, announces the appointment of L. W. Lease of its Kansas City organization as manager of the company branch in Wichita, Kan.



Wherever there must be dependability and long life—use Hyatt Quiet Roller Bearings.

Improvements

BUILDING $100,000 HOME

South Bend, Ind., March 16.—With storage space for 400 automobiles inside and parking space on the roof for 150 more, a sales and service building costing $100,000 is under construction here for D. A. Boswell, local Hudson-Essex distributor. The building will be three stories high and have 43,660 square feet of floor space. The upper stories and roof will be reached by ramps.

NEW PACKARD BUILDING

Springfield, Ill., March 16.—Ralph Lord has opened his new Packard building here, which occupies a lot 50 by 160, at 324 North 6th St. The latest ideas in salesroom and service station designs have been incorporated into the new building. Mr. Lord is one of Springfield's pioneer automobile merchants, having been in business here for the past fifteen years.

BUICK DEALER MOVES

St. Louis, Mo., March 16.—The Schnure Motor Car Company, local Buick dealer, has just taken possession of a new building on automobile row. For some months it has been in crowded temporary quarters, after abandoning its former stand because of street widening. The new home is a two-story brick building with facilities for showing six cars. The basement is being refitted to be used as an auxiliary showrooms for used cars. The service department is on the second floor.

Obituary Notes

EDGAR T. VICKERS

Durham, N. C., March 16.—Edgar T. Vickers, 38 years old, one of the best known automobile men in the state, died at the home of his mother here. He was connected with the Ford Motor Company in Henderson until three years ago, when he went in the automobile business for himself.

ENLARGES QUARTERS

Sacramento, Cal., March 16 (U. T. P. S.).—The Bagwill-McShane Company, local representative of Hudson-Essex cars, has been forced by continued expansion of its business to take over additional sales space. The company was organized a year and a half ago and opened with a twenty-foot frontage. It now occupies four stores and has a large staff.

The new space will be used in the front as a salesroom for new cars while the rear will be occupied by a service department and storage space for new and used cars.

NEW BUICK HOME

Milwaukee, March 16.—The Foyer Motor Company, holding a Buick franchise here, has moved into its new modern brick building, 80 by 120, two stories, at 45th Street and North Avenue. The building and lot will represent an investment of approximately $100,000. The officers of the company are Arthur G. Foyer, president, and C. W. Benzinger, secretary and treasurer.

RUSHING CHEVROLET HOME

Milwaukee, Wis., March 16.—Construction work is rapidly progressing on the building which the Merkle Chevrolet Company is erecting at 32d and North Avenue. Mr. Merkle announces he expects to be in the new building by May 1. The new and old buildings of the company combined cover an area of 22,000 square feet and the entire investment in the property is $100,000.

NEW HOME FOR McKEE CO.

Tacoma, Wash., March 16.—Construction of a modern, fireproof garage building to house the McKee Motor Company, South Tacoma Hudson-Essex dealer, on the southwest corner of South 54th and Union Avenues, will start about April 1, according to L. A. McKee, president of the concern. The building will cost about $52,000. The repair division and machine shop of the McKee Company will be located in a separate building to be erected directly in the rear of the main structure. The main building is to be completed by June 1.

MORE SPACE FOR GARDNERS

Buffalo, March 16.—In order to relieve the congestion which has resulted from its constantly growing Gardner business at Buffalo, the Hertzog Motor Company, Inc., has completed arrangements to occupy the other half of the building it now occupies. The new quarters, which will be available May 1, will give the Hertzog Company one of the largest showroom frontages on Main Street.

$9,000

Net in Three Months

In one little city of 11,000 people, the Oakland-Pontiac dealer reported a profit of $9,000 *net* for three months.

Only with such advantages as the Oakland-Pontiac Double Profit Franchise offers could such return be possible!

The future was never brighter for Oakland-Pontiac dealers. Mail the coupon today if you would share this opportunity.

MAIL THE COUPON TODAY!

Department G,
Oakland Motor Car Co.,
Pontiac, Michigan.

Please send me, without obligation, the story about the Oakland-Pontiac Double-Profit Franchise.

(Name).....

(Street and No.).....

(City and State).....

3-27

OAKLAND MOTOR CAR COMPANY, PONTIAC, MICH.

OAKLAND-PONTIAC
Double-Profit Franchise

BUS STATUS IN UTAH UNSETTLED

Laws Held Needed for Interstate Lines; Light Trucks in Demand

By FRED L. BENNETT

Salt Lake City, March 16.—Lack of definite or adequate laws or rules governing interstate bus lines is said to be holding back the bus business in this section.

Recently a party of men and women bought tickets in a Northwestern city with the understanding that they would travel to Salt Lake City in first-class bus equipment, but to their disgust they were furnished a cheap outfit that broke down and resulted in the loss of ten hours on the journey.

"When this condition is cleaned up and people have full confidence in the buses we shall sell many more of them," said one prominent local bus distributor.

There is considerable talk of buses in this city and state at the present time. Ogden is considering a bus service that will supplement its street car service. In Salt Lake City the street car company has amended its articles so as to permit of the operation of buses in its own name. It is likely that this company will put five large buses on East South Temple Street at an early date, to take the place of a street car line. Several important intrastate busl ines are being considered. But just at present only a few buses are being sold, but even at that the sales are a little heavier than normal for this time of year.

For the month ended February 26 eighty-nine new commercial vehicles were registered at the state capital, compared with eighty-three for January and fifty-seven for February of last year. Just now the demand is for delivery trucks of the one ton and the one-half ton variety, but an unusually heavy road construction in Utah this year should create a good demand for the heavier trucks of three and one-half to five tons.

Business men in most lines are complaining about poor collections just now, but every one regards the industrial outlook for 1927 as exceptionally good. There is scarcely a dark spot on the industrial horizon at the present time, so far as this state is concerned.

What Car Can I Get at My Price?

(Continued from page 6)

4,250 Stearns-Knight Six 137 cab. roadsr.
Stearns-Knight Six 137 coupe.
4,350 Stearns-Knight Six 137 5-passenger sport sedan.
Cadillac Custom Eight 138 7-passenger imperial.
4,400 Franklin Six 119 7-pass. cabriolet.
4,450 Stearns-Knight Six 137 7-p. S. sed.

$4,500 TO $5,000

$4,550 Stearns-Knight Six 137 5-pass. lim.
4,650 Packard Eight 136 4-pass. coupe.
Stearns-Knight Six 137 7-pass. lim.
4,700 Lincoln Eight 136 2-pass. roadster.
Lincoln Eight 136 2-pas. club road.
Lincoln Eight 136 4-p. spt. phaet.
Lincoln Eight 136 7-pass. spt. tour.
4,750 Packard Eight 136 5-pass. sedan.
4,800 Lincoln Eight 136 4-pass. coupe.
4,890 Packard Eight 143 5-pass. club sed.

$5,000 TO $5,500

$5,000 Lincoln Eight 136 4-pass. sedan.
Packard Eight 143 7-pass. sedan.
5,100 Packard Eight 143 7-p. sedan lim.
Lincoln Eight 136 5-pass. sedan.
5,300 Lincoln Eight 136 7-pass. sedan.
5,495 Chrysler 6-80 town car.
5,500 Lincoln Eight 136 limousine.

$5,500 TO $6,000

$5,500 Locomobile Six 138 4-pass. sportif.
5,600 McFarlan Six 140 4-pass. spt. tour.
5,700 McFarlan Six 140 7-pass. touring.
5,800 McFarlan Six 140 4-pass. roadster.
5,875 Pierce-Arrow 6-36 runabout.
Pierce-Arrow 6-36 4-pass. touring.
Pierce-Arrow 6-36 7-pass. touring.
Pierce-Arrow 6-36 7-pass. sedan.
Pierce-Arrow 6-36 7-pass exterior drive limousine.
5,925 Locomobile Six 138 4-pass. roadster.

$6,000 TO $6,500

$6,000 Pierce-Arrow 6-36 7-pass. sed. lan.
Pierce-Arrow 6-36 7-pass. exterior drive limousine.
6,150 Cunningham Eight 132 2-p road.
Cunningham Eight 132 4-pas. tour.
6,275 Pierce-Arrow 6-36 coupe sedan.
Pierce-Arrow 6-36 3-pass. coupe.
Pierce-Arrow 6-36 4-p. 4-d. sedan.
Pierce-Arrow 6-36 4-p. vest. sedan.

$6,500 TO $7,000

$6,600 Pierce-Arrow 6-36 4-p. sedan lan.
Pierce-Arrow 6-36 4-pass. exterior drive landau.
6,650 Cunningham Eight 142 7-pas. tour.
6,720 McFarlan Six 140 6-pass. sedan.
McFarlan Six 140 7-pass. tour. sed.
6,780 McFarlan Six 140 2-pass. coupe.
McFarlan Six 140 5-pas. brougham.
6,810 McFarlan Six 140 7-p. tour. sedan.
6,920 McFarlan Six 140 7-pass. suburban.
6950 Locomobile 6-90 138 4-p. vict. coupe.

$7,000 TO $7,500

$7,170 McFarlan Six 140 7-pass. limousine.
7,300 Locomobile Six 138 5-p. vict. sedan.
7,450 Locomobile 6-90 138 5-pass. sedan.
7,500 Locomobile 6-90 138 5-p. brougham.
Locomobile 6-90 138 7-pass. non-collapsible cabriolet.
Locomobile 6-90 138 limousine.
Pierce-Arrow 6-36 "36" French lim.

$7,500 TO $8,000

$7,600 Cunningham Eight 132 2-pas. coupe.

$8,000 TO $8,500

$8,000 Pierce-Arrow 6-36 "36" French lan.
8,100 Cunningham Eight 142 6-pass. lim.
Cunningham Eight 142 7-p. town car

$8,500 TO $9,000

$9,000 McFarlan Six 140 7-pass. town car.

NEW MACK BRANCHES

New York, March 16.—Two more of the 104 direct factory branches of the International Motor Company, manufacturer of Mack trucks and buses, have moved into new company-owned buildings recently. One of these is in Camden, N. J., and the other in White Plains, N. Y.

Bus Length Issue Up in Bay State

Boston, March 16.—A project to increase the legal over-all length of motor coaches from twenty-eight to thirty-three feet has been laid before State Commissioner William F. Williams by a group of coach and bus operators.

Included in the petitioners were F. S. Hobbs of the New York, New Haven & Hartford Railroad, Edward Dana and H. Ware Barnum of the Boston Elevated Railway Company, William F. Smith, representing the Royal Blue Line; W. A. Maynard and A. G. Johnson of the Mack Motor Truck Company, William F. Barry of the White Company, James T. Scully of the Motor Truck Club, William H. Vanderbilt of the Vanderbilt Motor Coach Lines, Chester I. Campbell, secretary of the Boston Commercial Motor Vehicle Association, and Day Baker, legislative counsel for bus and truck organizations.

SUIT INVOLVES HEAVY TRUCKS ON HIGHWAYS

Kansas City, March 16.—A case that may have far-reaching effect in the use of public highways by heavy trucks, had its inception in the Wyandotte county District Court, Kansas City, Kan., when Judge A. C. Miller issued a restraining order against four companies denying the use of improved highways in the county. The companies all operate fleets of heavy trucks in handling freight.

The restraining order was issued by Judge Miller on the plea of residents of Weborne, Kan., that the trucks were destroying the improved highways.

TO EXPAND PLANT

East Palestine, O., March 16.—The National Tire and Rubber Company of East Palestine has awarded the contract for the construction of a two-story addition to its plant. The plant, working at capacity, has been pressed for space for some time, and this addition will increase its output 50 per cent., company officials said.

112 I. H. C. Tractors Leave Milwaukee For Billings, Mont.

Milwaukee, Wis., March 16.—Representing the largest single order for farm tractors shipped from Milwaukee during the last two years, the International Harvester Company on March 9 sent out twenty-eight carloads of 112 machines to Billings, Mont. The tractors will be used on the wheat ranches.

"Tractors have been in good demand in the Southwest district, where farmers sold a good wheat crop last year," stated E. J. Leiser, assistant superintendent. "Sales have not been as good in the Northwest, where unfavorable weather impaired the grain yield."

The International Harvester Company is now operating a new assembly system, a complete system of modern conveyor line production having been installed. Capacity has been materially increased.

Compiled by R. L. Polk & Co., Detroit, Mich.

DELAYED DECEMBER, 1926, NEW

State	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jewett	Jordan	Lincoln	Locomobile
New Jersey	1	115	25	7	200	96	66		67	4	186	8		28	25	4	4	1.	

Compiled by R. L. Polk & Co., Detroit, Mich.

JANUARY, 1927, NEW CAR

States	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jordan	Lincoln	Locomobile
Alabama		80	9	4	542	62	61		51		604	3		29	5		2	
Arizona		55			185	65	63		17		278	1		7	7	1		
Arkansas		147	12	5	925	99	171		99	1	2313	1	2	31	13	1	3	
Conn'ticut	2	288	27	14	231	34	50		240	2	88	5	1	75	23	6	2	
Delaware		25	5	1	69	12	7		19		136	4		14	2	1	1	
Florida	7	373	70	16	1067	217	204		204	4	2086	8		116	73	9	18	5
Georgia	1	454	29	5	976	149	174		123	1	1562	20		61	41	2	7	
Idaho		67	3	5	160	39	50		34	2	332	2		17	6			
Illinois	79	892	181	84	1931	650	402		447	42	1564	33	37	305	168	44	99	17
Indiana	49	387	33	45	1548	310	254		398	6	3066	6	5	153	64	17	6	2
Iowa		139	2	5	1264	111	135		161	3	1369			41	17		3	
Kansas	1	868	24	38	1535	601	408		389	1	3306	7	2	210	57	1	4	
Kentucky	2	42	5	3	249	41	35		48	3	286	1	4	24	12	2		
Maine	1	30	1	3	15	10	11		49		48	1	3	9	1	1		
Maryland		124	17	15	497	55	73		112	2	472	14		45	32	3	4	1
Mass'setts	10	178	27	15	227	112	92		177	7	282	12	3	96	20	4	6	8
Missouri	6	179	23	13	796	117	138		98	6	1212	6	11	50	34	4	3	2
Nebraska	1	248	9	4	1040	184	216		113	1	1768		3	37	33	1		1
N. Hamp.	1	52	1	2	37	24	10		20		65			9	5	1		
N. Mexico		18	2		77	17	19		4		132			6	1			
N. Carolina	2	310	27	2	1341	265	283		163	1	3029	7		113	8		5	2
N. Dakota		27		1	207	31	15		13	1	298			3	2			
Oklahoma		187	19	1	856	128	149		86	2	1286	3		41	24	1	3	
Penn'vania	29	626	70	93	1942	595	410		537	26	2334	47	23	331	135	25	14	7
Rh. Island	3	95	10	10	81	31	67		52		41	5		28	2			
So. Carolina		74	16	2	510	78	75		51		972	4		40	6	1	1	
Texas	10	594	57	26	2675	433	447		278	10	4166	24	2	127	68	9	14	5
Utah		33	1		114	30	22		44		148			14	7		1	
Vermont	3	25	4	1	40	19	10		16		59	4		10	5			
Virginia	2	182	26	16	819	169	162		105	4	1589	7	1	74	46		5	4
Wash'gton	1	225	9	25	592	202	152		234	5	881	7	9	125	27	2	3	1
W. Virginia	11	159	10	29	624	165	129		106	6	813	5	5	72	43	12	5	4
Wisconsin	1	330	12	27	1010	182	162		312	7	1070	13	3	142	24	5	4	1
Wyoming		39	2	2	40	21	22		6		26	1		6	1			
Dis. of Col.	3	121	16	4	196	25	60		81		250	3	1	25	29	2	4	1
Total....	225	7673	759	516	24418	5283	4738		4887	143	37931	254	115	2486	1041	155	217	61

Compiled by R. L. Polk & Co., Detroit, Mich.

FEBRUARY, 1927, NEW CAR

States.	Auburn	Buick	Cadillac	Chandler	Chevrolet	Chrysler	Dodge	Elcar	Essex	Flint	Ford	Franklin	Gardner	Hudson	Hupmobile	Jordan	Lincoln	Locomobile
Delaware		29	5	1	92	10	9		26	2	109	2		3	7		2	
Illinois	170	928	116	69	3225	648	477		597	22	1646	25	33	217	188	41	69	13
N. Carolina		214	12	2	839	182	169		170	1	1707	2		28	3		4	
N. Dakota		21	1	2	231	23	16		42		238			11	4	1		
Rh. Island	3	52	8	6	145	42	33		57		42	3	2	9	9	2	1	1
So. Carolina	1	58	7	1	391	54	64		72		743	3		19	3	1	1	
Utah		38	4	3	128	28	26		46		136			12	8			
Wash'gton	3	123	3	7	384	73	70		106		468	6	6	31	19		3	1
Wisconsin	4	257	7	28	1055	180	157		319	7	1115	6	5	97	26	8	4	1
Wyoming	1	44	3	1	63	18	27		6		61			3	1			
Total....	182	1764	166	120	6553	1258	1048		1441	32	6265	47	46	430	268	53	84	16

SCHAEFER MANAGER OF COOPER CORPORATION

Cincinnati, March 16.—John S. Schaefer has been named general manager of the Cooper Corporation and its subsidiaries, including the tire manufacturing division at Findlay, O., where he has complete charge; the battery manufacturing division here and thirteen branch stores in as many cities operated under the name of the I. J. Cooper Rubber Company and the Cooper Tire and Battery Company.

Schaefer has been in the rubber business since 1909, and has been vice-president of the Cooper Corporation since its inception. Schaefer's offices will be at the headquarters of the corporation in Cincinnati and the factory in Findlay.

JACKSONVILLE SHOW DATES

Jacksonville, Fla., March 16.—William A. Estaver, president of the Jacksonville Automobile Dealers' Association, announced today that the coming Jacksonville automobile show will be staged in Confederate Park, March 26 to April 2.

BUS COMPANY BOUGHT

Des Moines, Ia., March 16.—The Fort Dodge, Des Moines and Southern Transportation Company, with headquarters in Boone, has acquired the Hawkeye Stages, Inc., with headquarters in this city, and makes the Boone concern operator of the longest single motor bus company in the state.

BRANCH CHIEF VISITS

Chicago, March 16. — E. H. Swenson, Chicago branch manager for the Indiana Truck Corporation of Illinois, visited South Bend and other northern Indiana points on a business trip made during the week of March 7. In the preceding week Mr. Swenson spent several days in Green Bay, Wis., where there is good business in motor buses and trucks, he said.

WENTWORTH RETURNS

Portland, Ore., March 16. — Charles Wentworth, manager of the Nash division for Wentworth & Irwin, Inc., Nash distributor, has returned from a business trip over the western portion of Oregon.

NEW I. H. C. TRUCK BEING DISTRIBUTED

Evansville, Ind., March 16.—With a 20 per cent. increase in sales volume for the month of January over the corresponding month of 1926, the local truck department of the International Harvester Company recently began distribution of the new six-cylinder models.

A tractor school has been held in towns of southern Indiana and Illinois and western Kentucky, in charge of H. Richardson, advertising representative, and Fred Mann, demonstrator. The school consists of motion pictures, tractor talks and demonstrations.

MANAGERS VISIT

Kansas City, March 16.—A. A. Lamb, manager of the Kansas City branch of the Kelly-Springfield Tire Company, spent a part of last week in Atchison, Kan., on business. G. S. Frazer, office manager of the company, spent a part of the week in Lawrence, Kan.

MEISEL TIRE COMPANY OPENS ROCHESTER STORE

Rochester, N. Y., March 16.—The Meisel Tire Company, which started in Cedar Rapids, Ia., in 1922, with one small store, has opened a Rochester branch at 480 Main St., East. The Meisel company was the originator of the "pay as you drive" plan. It now has stores in Nebraska, Iowa, Indiana, Michigan, Ohio, Pennsylvania, New York, New Jersey and Maryland. The firm features the sale of tires on a twelve-payment plan. J. A. Litten has been appointed Rochester branch manager. E. J. Meisel is president of the company.

SEATTLE TIRE SALES

Seattle, Wash., March 16.—Tire companies report but ordinary business during the month just past, the volume being about comparable to a year ago in February. January showed a nice increase over the year previous, due largely to spring dating. This is still in vogue with Seattle tire distributors until March 31, with most of the datings running to May 15.

GOODYEAR LISTS TIRE SIZE SALES

Balloon-High Pressure Balance for 1927 Estimated

Akron, O., March 16.—There were about 20,000,000 automobiles and small trucks using tire sizes under six inches in the United States on January 1, 1927, according to the Goodyear Tire and Rubber Company.

Approximately 7,200,000 of these were equipped with balloon tires, while about 12,800,0000 were using high pressures.

It is estimated that the 1927 renewal tire demand from these cars and small trucks will be divided about 30 per cent. balloon and 70 per cent. high pressure.

The division of 1927 business between high pressure and balloon tires is changed somewhat if spare tires for cars manufactured this year are included in the total. Total renewal and spare tire business will be divided about 35 per cent. balloon and 65 per cent. high pressure.

These figures will give the tire dealer a good idea of how his purchases should be divided between high pressure and balloon tires.

Without the use of reliable figures as a guide estimates of the popularity of various tire types and sizes are likely to be in error.

The table below showing the relative popularity of each high pressure and balloon tire size will be interesting to the tire dealer as well as helpful in keeping his stocks properly balanced.

The various high pressure and balloon tire sizes are arranged in order of their importance from a strictly renewal standpoint. Spare tires for new cars are not considered.

1.	30x3½	Cl. High Pressure	45.72
2.	29x4.40	SS. Balloon	13.36
3.	32x4	SS. High Pressure	5.77
4.	30x3	Cl. High Pressure	3.79
5.	31x4	SS. High Pressure	3.41
6.	31x5.25	SS. Balloon	3.37
7.	30x3½	SS. High Pressure	3.02
8.	30x5.77	SS. Balloon	2.27
9.	33x6.00	SS. Balloon	2.15
10.	33x4	SS. High Pressure	1.60
11.	30x5.25	SS. Balloon	1.53
12.	33x4½	SS. High Pressure	1.45
13.	32x4½	SS. High Pressure	1.30
14.	30x4.95 31x5.00	SS. Balloon	1.26
15.	30x5	SS. High Pressure	.97
16.	32x6.20	SS. Balloon	.84
17.	31x4.95 32x5.00	SS. Balloon	.84
18.	33x5	SS. High Pressure	.83
19.	34x4½	SS. High Pressure	.75
20.	32x5.77	SS. Balloon	.52
21.	30x4.75	SS. Balloon	.45
22.	29x4.75 30x5.00	SS. Balloon	.43
23.	28x5.25	SS. Balloon	.36
24.	33x6.75	SS. Balloon	.32
25.	29x4.75	SS. Balloon	.31
26.	32x6.00	SS. Balloon	.25
	Miscellaneous Sizes		3.13

Several balloon tire sizes used as original equipment during the latter part of 1926 are not included in this table, due to the fact that they will come in very lightly for renewals in 1927.

YAKIMA TRANSIT BUYS DE LUXE TYPE BUS

Tacoma, Wash., March 16.—Delivery of a new model twenty-five passenger de luxe parlor passenger bus to the Yakima Transit Company of Yakima, Wash., has just been made by the Pioneer Auto Works, Tacoma, automobile body builders and designers. This new car, according to H. M. Anderson, manager of the Tacoma concern, is the last word in style and finish. The woodwork is of highly polished mahogany. The seats are semi-reclining wicker chairs.

CAR REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Overland	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Ricken-backer	Star	Stude-baker	Stutz	Velie	Wills St. Claire	Willys-Knight	Miscella-neous	Total
New Jersey	1	7	67	19	11	36	27	5	8	9	42	3	1	22	39	2	4	1	23	4	1165

REGISTRATION STATISTICS

States	Marmon	Moon	Nash	Oakland	Oldsmobile	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Star	Studebaker	Stutz	Velie	Whippet	Willys-Knight	Miscella-neous	Totals
Alabama	1	4	28	6	18	4	7	1		18		22	14	1		21	10		1607
Arizona		4	38	8	20	7	12	1		20		33	48			49	14		933
Arkansas	1	3	79	13	43	4	4			41		155	26			77	25	3	4297
Conn'ticut	1	8	106	44	22	8	10	1	9	96		10	29	3	2	37	8	18	1500
Delaware	3		16	4	6	9			4	6		2	5			13	3	3	370
Florida	13	4	98	70	66	48	30	12	9	125	9	47	132	4	1	107	50	17	5319
Georgia	1	2	114	27	37	17	5		4	56	3	26	66			48	21	2	4034
Idaho		1	47	19	20	5	12	1		22	1	41	16		2	57	23		984
Illinois	31	73	469	127	136	132	112	79	32	254	53	133	238	30		286	232	103	9495
Indiana	11	11	183	129	196	16	50	12	2	285	12	126	182	9	9	394	104	29	8109
Iowa	3	2	57	14	33	8	16	1		55	5	117	48	1	17	121	27	4	3779
Kansas	1	14	199	222	152	25	17	2	5	371	14	381	159	5	14	267	117	7	9424
Kentucky		4	19	6	11	2	9		1	20	3	24	20	2		30	8	2	918
Maine	1	1	17	5	2	1	1	1		8		1	3		2	2	2	2	232
Maryland	8	1	63	20	9	20	7	12	4	29		35	35	2	6	47	18	14	1796
Mass'setts	3	3	78	13	24	37	13	11	17	35	10	6	47	1	9	41	19	21	1664
Missouri	4	26	75	39	42	21	8	1	8	44	6	61	58	3	6	109	52	20	3281
Nebraska	4		58	19	54	13	19		1	64	8	137	66		10	161	36	7	4316
N. Hamp.			9	7	5	3	1	1		5	1	5	8			3	3	1	279
N. Mexico			10		7	3				6		15	8			8	4		337
N. Carolina	3		107	29	69	16	5	2	2	118	6	80	53			78	32	3	6161
N. Dakota	1	2	16	4	12		1			5	1	6	7		3	30	6		692
Oklahoma	1	3	66	27	39	9	3	2	8	67	8	88	42			54	15	18	3236
Penn'vania	23	40	344	187	182	117	92	28	25	265	33	228	307	5	6	326	219	58	9729
Rh. Island	1	4	23	14	15	7	1	4	3	11	3	6	20		6	12	9	9	573
So. Carolina			34	15	26	9	6		1	47	3	27	32	1		14	3	1	2049
Texas	11	18	190	45	119	47	7	23	21	139	12	210	182	13	10	256	116	10	10374
Utah		1	34	5	55	8	4		1	8		10	16	1	9	19	21	6	612
Vermont		1	10	2	1	6		1		3	2	7	7	1		6	3		246
Virginia	8	5	96	28	37	19	13	6	3	71	5	77	84	1	2	80	29	8	3783
Wash'gton	2	18	147	61	107	16	45			88	7	151	147	5	10	186	105	11	3606
W. Virginia	6	2	79	38	93	16	31	8		67	11	126	73	8		71	39	21	2887
Wisconsin	2	6	207	43	87	18	39	5	2	119	4	57	115	3	7	154	56	34	4263
Wyoming			18	10	20	5	1	1		6		10	4	1		2	4	3	251
Dis. of Col.	5	3	68	19	17	14	17	14	4	21	4	3	27	1	7	29	15		1089
Total	149	264	3202	1319	1782	690	598	230	166	2595	224	2463	2324	101	138	3195	1446	435	112,225

REGISTRATION STATISTICS

State	Marmon	Moon	Nash	Oakland	Olds-mobile	Packard	Paige	Peerless	Pierce-Arrow	Pontiac	Reo	Star	Stude-baker	Stutz	Velie	Whippet	Willys-Knight	Miscella-neous	Totals
Delaware	2	3	19	6	10	5	1		2	10			14			15	5	1	390
Illinois	35	70	547	127	172	115	102	69	19	433	75	140	398	29	49	413	214	112	11603
N. Carolina	1		59	22	56	15	7	1	2	105	5	27	37	1		60	25	3	3759
N. Dakota			12	5	8		4			20		11	9		3	30	6	3	701
Rh. Island	2	4	21	10	5	7	5	5		19	37	6	27		5	23	10	17	618
So. Carolina			26	5	17	5	5		1	52	4	14	20			12	8		1587
Utah		2	22	3	42	1	5			11	1	14	15		2	18	17		582
Wash'gton	6	10	54	21	47	10	11	5	3	84	1	66	83	2	4	72	29	8	1819
Wisconsin	1	6	176	52	102	12	37	11	1	123	8	65	76	4	14	181	68	34	4247
Wyoming	1	1	18	12	16	5	1			9		19	13	1	2	4	1		331
Total....	48	96	954	263	475	175	178	91	28	866	131	362	692	37	79	828	383	178	25,637

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5c word (for daily insertion)

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TEN YEARS factory and field. Signing new dealers, development and analysis of dealer territory and organization. Married, family, will move to greater opportunity. Interview desired. Box 34, Automotive Daily News.

Car Shows Boost Equipment Sales

(Continued From Page 1.)

shop equipment sales throughout the country in January and February ran much farther ahead of November and December than they did a year ago and reports up to date indicate a still greater increase in March.

The Boston meeting made numerous recommendations for next year's shows which will be taken up shortly by the service equipment committee of the M. & A. M. A., headed by R. W. Procter of the Black & Decker Manufacturing Company. The meeting closed with the presentation by Mr. Miles of a silver tea service to Mr. Adair in recognition of his work for the shop equipment sections of the national shows.

300 Dealers at Cincinnati Meet

(Continued From Page 1.)

successful salesmanship were securing attention, creating interest, engendering desire and forcing action, he portrayed the scene at the burial of Caesar and Mark Antony's success in arousing the Romans.

A nominating committee consisting of E. S. Gahagen, Studebaker; Richard Herold, Reo; Alfred Herschede, Peerless; Edward Kruse, and Frank and Ralph Ottenjohn, was named to select eight candidates for directors, four of whom are to be elected at the annual meeting May 5.

Eight new associate members, comprising the local Willys-Knight-Whippet organization were elected to membership in the dealer body. They are the Herbert Motor Sales Company, the Schulte Motor Car Company, the Rempe Overland Company, the West Side Motor Company, State Motors Company, Flye Motor Car Company, the Dayton Motor Car Company and the Wempe Motor Car Company.

ALLIS-CHALMERS NET $3,596,891 DURING 1926

New York, March 16.—The Allis-Chalmers Manufacturing Company has issued its pamphlet report for the year ended December 31, 1926, showing a net profit of $3,596,891 after charges, depreciation and Federal taxes, the same as shown in preliminary statement, equivalent after preferred dividends, to $9.48 a share earned on 257,707 shares of common stock. This compares with $3,417,368 or $8.78 a share in 1925. Surplus after dividends was $895,838 against $716,315 in the previous year.

Unfilled orders at the close of 1926 were $11,634,712 comparing with $13,323,324 on September 30, 1926, and $10,147,073 on December 31, 1925.

Rubber Unchanged In Quiet Market

New York, March 16.—Quiet reigned in the rubber markets here yesterday as compared with the active trading of the past few weeks. Prices changed but slightly both here and at London with futures on the local exchange closing from unchanged to 20 points lower. Outside sellers quoted prices ⅛c. to ¼c. net lower.

It was felt that the worst had been said regarding the bearish stock figures of the previous day and the speculative selling which followed the report on Monday was not repeated. Confidence was still the keynote in quarters that were bullish prior to issuance of the February crude report. Dealers supporting the market pointed out that shipments of 4,512,273 inner tubes and of 3,699,122 casings (referring to the tire figures for January) were remarkable and unexpected increases for this uncertain month.

Operations at both the automobile and tire centers continue at a good rate. Nothing further was heard regarding the tire price situation but an Akron distributor pointed out that current prices were about 22 per cent. under those of a year ago. It is now possible, he said, to completely equip a small car with tires and tubes for $61. Many such orders are being placed.

RUBBER EXCHANGE OF NEW YORK

	High.	Low.	Close.	Prev. close.
March	41.20	41.10	41.20	41.30
May	41.70	41.50	*41.60	41.70
June	42.00	41.90	*42.00	42.00
July	42.30	42.20	*42.20	42.40

Other months closed: April, *41.40; August, †42.50; September, †42.70; October, †42.90; November, †43.10; December, †43.30; January, †43.50; February, 43.70. Spot price, †41.50.

*Bid. †Nominal.

OUTSIDE CLOSING PRICES

PLANTATIONS—	Bid.	Asked.
Ribbed smoked sheets:		
Spot	41¼	41½
March	41¼	41½
April	41½	41¾
April-June	41⅞	42⅛
July-September	42¾	43
October-December	43½	43¾
First pale latex	41½	41¾
Clean, thin brown crepe	38⅛	38¾
Specky brown crepe	..	37½
No. 2 amber	..	39½
No. 3 amber	38⅛	38¾
No. 4 amber	..	38
Rolled brown	34⅝	35
PARAS—		
Up-river, fine, spot	..	*33
do, coarse	25½	26½
Caucho Ball—Upper	27	28
Island, fine	..	*29
MEXICAN—		
Central scrap	25	26
Guayule, washed & dried	..	31
Esmeralda	25	26
Balata—Block Ciudad	37½	38
Block, Colombia	39	40
Panama	39	40
Surinam sheet	72	74

SCRAP RUBBER

(Dealers for delivery consumers.)

Boots and shoes	1¼a	2
Arctics, trimmed	1⅛a	1⅜
Arctics, untrimmed	1¼a	1½
Inner tubes, No. 1	8¼a	8¾
Inner tubes, No. 2	6¾a	7¼
Inner tubes, red	6¼a	6¾
Hose, steam and garden, ton, delivered	20.00	a21.00
Hose, air brake, ton	33.00	a34.00
Tires, auto-white, ton	42.00	a43.00
Mixed auto tires	25.00	a26.00

*Nominal.

CRAMER AGAIN HEADS ALTOONA SPEEDWAY ASS'N

Altoona, Pa., March 16.—Frank P. Cramer of the local firm of Cramer - Arble Auto Company, Dodge Brothers distributor, was re-elected president of the Altoona Speedway Association at the annual meeting of the speedway stockholders, held in the association rooms in the Hinman Building last night.

Other officers chosen at the meeting include: L. E. Frey, vice-president; E. L. Shellenberger, secretary; Robert P. Good, treasurer; Robert E. Fluke, W. A. Morgan and W. P. Gettman, directors, with E. J. Bigley affiliated as A. A. A. contest board representative for the local speedway.

Washington Votes Motor Code Bills

(Continued From Page 1.)

labeling of drums containing lubricating oils.

It is thought the governor will approve the legislation. However he has not expressed himself in advance.

Much credit is due to the activities of the Washington Automotive Trades Association in bringing about this record. E. E. Harkins, the state managing secretary, was tireless in his labors at the capital. L. E. Titus, state president, also played an important part.

"The result shows the benefit of association," said Mr. Titus. "Mr. Harkins bore the brunt of the burdens, but the assistance of all dealers who wrote to legislators, or talked to them, is what helped bring about this legislation which is primarily in the interests of the public."

In the code is a certificate of registration requirement that is designed to reduce automobile thefts. Another feature relates to dealers reporting new car sales and also used car deals.

NATIONAL STANDARD CO. RAISES DIVIDEND TO $3

Chicago, March 16.—The National Standard Company, which produces wire braiding, woven wire tape and steel cables used in the manufacture of automobile tires, has placed its stock on an annual dividend basis of $3 by the declaration of a regular quarterly disbursement of 75 cents a share, payable April 1 to stockholders of record March 18. The previous yearly rate was $2.50, payable 62½ cents quarterly.

RANGE OF AUTOMOTIVE STOCKS

NEW YORK STOCK EXCHANGE

Previous, 1927 High	Previous, 1927 Low	Div.		Sales	High	Low	Close	Net Change
15¾	9½	....	Advance Rumely	300	14¾	14½	14½	....
14¾	9	....	Ajax Rubber	27,300	15	12	12⅝	— ⅛
97⅝	88	6	Allis-Chalmers	400	95¾	94	94	— ½
18⅝	13	....	Am Bosch Magn	1,500	15¼	14⅝	15¼	+ ⅜
30⅝	25¼	2	Am Chain, Cl A	100	30⅝	30⅝	30⅝	....
10	7¾	7	Am-La France F E	700	8	7⅞	7⅞	....
36⅞	28⅝	3	Briggs Mfg Co	600	33½	33	33	— ½
11	8⅛	....	Chand-Cleve Motor	300	9½	9½	9½	....
24⅛	21⅛	2½	do pf	800	23⅝	22½	22½	— ⅝
43½	38¼	3	Chrysler Corp	19,300	42⅞	41¾	41¾	— ⅝
13¾	11⅝	.80	Cont Motors	36,300	12¾	11⅞	12⅝	+ ⅝
27½	23¼	....	Dodge Bros A	18,300	23¾	22½	22¾	— ⅝
85	81½	7	Dodge Bros pf	2,400	82½	81½	82¼	— ½
27⅝	24½	2	Eaton Axle & Spr	1,800	26⅜	25¼	25⅛	— ⅛
78⅝	63½	6½	Elec Auto-Lite	1,000	76¾	75	75	— ⅛
79½	68¼	6	Elec Stor Battery	900	71⅞	71⅞	71⅞	....
30⅞	26½	.80	Fed Motors	300	27¼	27	27	— ¼
19¼	16	....	Fisk Rubber	8,500	19	18⅝	18½	— ¼
100½	97	7	do 1st pf	100	100⅜	100⅜	100⅜	+ ⅝
32	29⅛	3½	Gabriel Snubber	700	30¾	30	30¾	— ¼
8⅝	6½	....	Gardner Motor	6,800	9⅝	8⅝	8⅝	+ ¼
175⅝	145½	8	Gen Motors	158,000	175⅞	173	174	— 1¼
122	113½	7	do pf	1,700	119½	119⅛	119¼	+ ⅛
22	18½	2	Glidden Co	18,800	21½	20¾	20¾	— ⅝
91	90	7	do pr pf	200	92	91	91⅛	+ ⅛
58¾	42¾	4	Goodrich	6,000	58⅛	57	58⅛	— ¾
103½	98⅛	7	do pf	500	103½	102¾	103	— ⅛
108⅞	105	8	Goodyr T & R pr pf	100	107¾	107¾	107¾	+ 1
74¾	48¼	3½	Hud Motor Car	88,000	72¾	70⅞	71⅞	— ¾
23⅝	21	1.40	Hupp Motor Car	800	22⅜	22	22	— ⅛
15¾	11½	1	Intercont Rubber	1,000	15¼	14⅜	14⅜	— ⅝
22½	15½	....	Jordan Motor Car	1,400	18	17	17	— 1
20¾	19½	....	Kelly-Springfield	13,000	20	18¾	18¾	— ⅝
67	44	....	do 6s pf	300	66½	65	65	— 1
67⅛	35	....	do 8s pf	100	65	65	65	— 1¾
85	77	6	Kelsey Wheel	200	80	80	80	— ¼
1	½	....	Keyst T & R	100	¾	¾	¾	— ⅛
9	7	....	Lee Rubber & Tire	300	9	8½	8½	— ⅝
108½	88¼	6	Mack Trucks	10,400	107½	105⅛	105¾	— ⅝
38	27	2½	Marlin Rockwell	900	34⅝	34	34	— ½
24¾	20⅝	2	Martin Parry	300	21¾	21⅜	21⅜	— ⅝
36¾	31⅝	2	Miller Rubber	400	35	34⅞	35	+ ⅛
12½	8½	....	Moon Motors	700	8⅞	8⅜	8⅝	— ⅛
37⅛	33⅛	3.60	Moto Meter A	400	35	34¾	34¾	....
24⅝	20¾	2	Motor Wheel Corp	1,700	23¼	23	23⅛	— ⅛
43	30¾	....	Murray Body	600	31¾	30½	30⅞	— 1⅝
73½	63	4	Nash Motors	4,200	66¼	65¾	66	— ½
5⅝	4	....	Norwalk T & R	800	5⅛	5	5	— ⅛
14¾	12	....	Omnibus Corp	200	12½	12¼	12¼	— ½
80	81	8	do pf	100	85½	85½	85½	+ ½
37½	34	2.90	Packard Mot Car	17,400	37⅜	36⅛	36⅛	— 1
11⅞	9¼	....	Paige-Det Motor	2,700	9¾	9⅛	9⅜	— ⅝
32	26	....	Peerless Motor Car	500	27⅜	26½	26½	— 1
33⅝	18⅛	....	Pierce-Arrow	6,900	22½	20½	20⅝	— 1¾
102½	85	8	do pf	100	92	92	92	— 3
4¾	4	....	Reynolds Spring	100	4¼	4¼	4¼	....
27⅜	20½	8	Spicer Mfg Co	400	26½	25⅞	25⅞	— ⅝
67¾	54⅝	6	Stew-Warner Speed	27,500	57⅞	54½	56½	+ ¾
54½	33	2	Stromb Carbur	400	34⅛	33	34⅛	+ ⅞
56½	49¾	5	Studebaker Co	30,500	50⅞	49⅞	50⅞	— ¾
95¾	78	5	Timk Roller Bear	6,400	87¾	86⅛	87	— ¼
67¼	66¾	....	U S Rubber	12,300	65⅞	64	64⅜	— 1⅜
111¼	107¼	8	do 1st pf	1,100	110	109⅝	109⅞	....
58⅜	49⅝	4	White Motors	11,000	50¾	49¼	49¾	— ⅛
24¾	19½	....	Willys-Overland	6,400	23¾	23¼	23¼	— ¼
95	89¾	7	do pf	100	91⅞	91⅞	91⅞	— ⅛
75	70¼	5	Yale & Towne	200	75⅛	75	75	— 1
29⅞	25	....	Yel Tr & C	3,400	27⅝	27⅛	27⅛	— ⅝
99	94	7	do pf	200	96⅛	95⅝	95⅝	— ⅞
			NEW YORK CURB MARKET					
101½	69	4	Auburn Auto	125	100	98	100	+ 3
19½	13	1	Bohn Alum & B	200	16½	16½	16½	+ ½
11½	9¾	.60	C G Spr & B	100	10½	10½	10½	— ⅛
22	18	....	Doehler D C	200	21½	21¼	21¼	— ¼
10	5¾	....	Durant Motor	1,500	8⅛	8	8	— ⅛
2⅝	1¾	....	Fiat deb rts	200	3⅝	3⅝	3⅝	+ 1
130	115	....	Firestone T & R	50	130	130	130	....
39	28½	....	Goodyr Tire	24,000	40¼	37⅝	39⅞	+ 2⅝
32	28	2½	India T & Rub	25	29	29	29	— ¼
73¾	55½	3	Johns-Manv new	8,000	72¼	69⅛	69⅛	— 1¾
117¼	114½	7	do new pf	1,225	116½	115¾	116½	+ ½
63¼	47⅝	4	Marmon Mot	100	55	55	55	— ¼
23¾	20	1	Reo Motors	800	20¼	20	20	+ ⅛
1⅝	.25	....	Rick Mot	7,000	20	15	20	— 5
12¾	12	.60	Timk D Ax	500	12⅝	12¼	12⅝	....
48¾	29	2	U S L & Heat	500	47¼	46	46	— 1¼
8¼	7¼	.70	do pf	100	8	8	8	+ ¼

CHICAGO

Sales.		High.	Low.	Last.
4000	Auburn Auto	101	97⅝	100
50	Bendix Corp	44⅛	44⅛	44⅛
850	Borg	59½	58⅝	58⅝
25	Cont Motors	12½	12½	12½
50	Erla	9⅞	9⅞	9⅞
15	Hupp	22	22	22
100	Pines Winterfr	42	42	42
5000	Stew Warner	57⅝	54¼	56
5	Vesta Battery	34	34	34
10	Wms Oilomatic	14½	14½	14½
75	Yellow Truck	27	27	27
275	Yellow Taxi	42½	42½	42½

DETROIT

Sales.		High.	Low.	Last.
160	Bohn Alum	16½	16½	16½
100	C G Spring	10¾	10¾	10¾
1345	Cont Motor	12¾	12⅛	12¼
300	Fed Motor	27¼	26¾	27
825	Hall Lamp	9⅝	9⅝	9⅝
660	Motor Wheel	23½	23	23
2870	Packard	37¼	36¼	36¼
150	Paige	9⅝	9⅝	9⅝
685	Reo	20¼	20	20
175	Timken Axle	12¼	12¼	12¼

CLEVELAND

	Bid.	Asked.
Firestone	127	131
do 6% pf	104	106
do 7% pf	100	101

(The above table shows Tuesday's automotive stock movements complete.)

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PROFITS FROM ACCESSORIES

Larger Net Profit for Those Dealers Who Stock the Proper Lines and Keep in Touch With the Accessory Market

By ALEXANDER JOHNSTON

To the wide-awake automobile dealer the sale of accessories as a side line offers one of the most profitable and obvious ways of adding to his balance sheet. There is no question that the dealer who sells the car is the proper man to equip it to the taste of his client.

To begin with, he knows all there is to know about the construction of the car. He knows best how any given accessory should be installed to give the most satisfactory service. The dealer is the one above all who has the interests of the car buyer at heart. He wants him to get the greatest possible satisfaction out of his vehicle and he will go to lengths to be sure that his client secures the most effective equipment of his car.

While much equipment is included in the factory price of the modern car, there is scarcely a new owner who does not want something in addition to the paraphernalia installed by the manufacturer. In some cases an owner may not care for the particular make of accessory fitted by the factory.

But whether the demand of the owner be for additional equipment or replacement of devices installed by the maker, the dealer is the man who should make the addition or the change. No matter how complete equipment may be, there always will be the individual factor to be considered. Furthermore, the individual owner likes to exercise his own initiative and taste regarding the devices that make the car more nearly his ideal as to operation and maintenance.

Obviously the dealer will have to govern his selection of accessories which he intends to stock by the lines that he is carrying. Devices particularly adapted to the car that is being sold will form the bulk of the dealer's accessory trade, but a judicious excursion into fields of new utility will undoubtedly pay dividends when there is a real need for the devices that are stocked.

The automobile dealer starts with a distinct advantage as regards the sale of accessories. The car buyer is already a client. He has learned to trust the dealer's judgment in the matter of buying a car. It is comparatively an easy matter to enlarge this contact and get the new owner to rely on the car dealer in selecting the accessories that will round out the vehicle to the owner's heart's desire.

The dealer's service department ought to be a prolific source of new accessory business. Service operatives should be taught to suggest desirable accessories to customers of the shop. It is the old slogan of the Automotive Equipment Association, "Ask 'em to buy." Obviously much will depend on the men who do the asking. They must be taught to do it in a way that will not offend, but it is a cardinal principle of accessory selling that the car owner must be "sold" on equipment for his car. In many cases the owner does not even realize that he needs a certain type of accessory on his car.

There need be no hesitation in saying that the dealer who will put his heart into the establishing of an accessory department, putting in the same effort and thought, the same training of the personnel, that go into his regular business, will find this a most lucrative branch of his operations.

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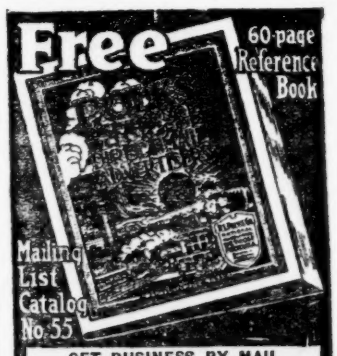

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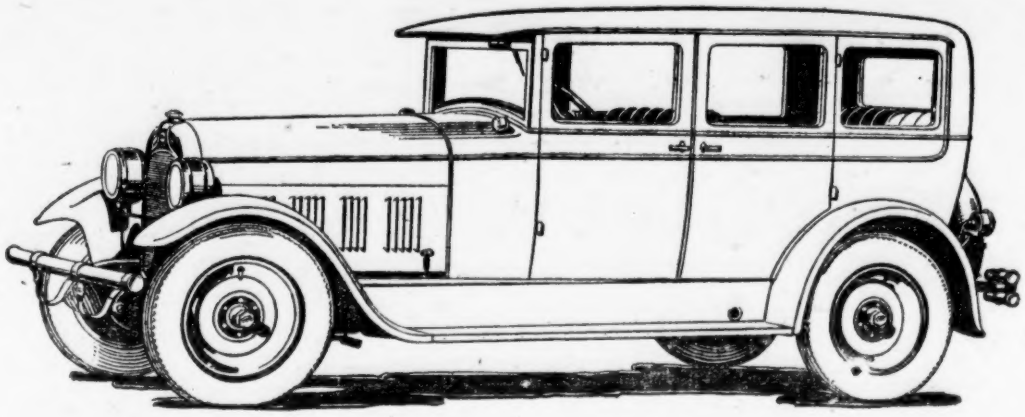

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